

2008

## Washington University Magazine, Fall 2008

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# Washington University in St. Louis

FALL 2008 MAGAZINE



## Enduring Expression

Professor Mary Jo Bang  
copes with the loss of  
her son through writing.  
For the collection, *Elegy*,  
she won the 2007  
National Book Critics  
Circle Award in poetry.





**Men's Tennis Serves Up a Championship** The Washington University men's tennis team won its first NCAA Division III National Championship, defeating Emory University 5-3 on May 15, 2008, in Lewiston, Maine. Sophomore Danny Levy clinched the match for the Bears with a 4-6, 6-4, 7-5 come-from-behind victory over David Caplan at No. 3 singles. "I got down a break in the second set and continued to battle back," says Levy, who upped his career record to 43-9. "It was so incredible, and my teammates were cheering loudly, which helped me out." The team of juniors Charlie Cutler and Chris Hoeland fell behind to Michael Goodwin and Caplan 4-0 at No. 1 doubles. Cutler and Hoeland fought back with four breaks of serve and four holds to post an 8-4 win. The victory was the 25th of the year for the duo. "This was a great match between two good teams," says Bears head coach Roger Follmer, who is 113-40 (.739) in seven seasons. "This is a great win for our program. We have come a long way and to be a part of history is great. The whole team should feel good about the accomplishment." The championship marked the third title for a Bears' team this year (women's volleyball won its ninth championship and men's basketball won its first).





During the spring, University Libraries hosted an exhibit on miniature books, including Chairman Mao's "Little Red Book" (page 22).

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As dean of the Olin Business School, Mahendra Gupta is transforming business education with an eye toward transforming business.

Vol. 78, No. 3, Fall 2008

Cover: Mary Jo Bang, professor of English, is an award-winning poet and formerly the director of the University's Writing Program. (Photo: Joe Angeles; collage: Donna Boyd)



Alumna Helaine Fendelman, co-host of *Treasures in the Attic*, turned a love of old things into a thriving appraisal business (page 28).

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At the helm of Makovsky + Company is alumnus Ken Makovsky, a leading communicator in specialty public relations.

Luis H. Zayas is founder of the Center for Latino Family Research, where he continues his lifelong work helping Latino children, adolescents, and adults (page 14).





# Platypus Genome Holds Clues to Mammalian Evolution

**T**he duck-billed platypus is part bird, part reptile, part mammal—and it has the genome to prove it.

An international consortium of scientists, led by the School of Medicine, has decoded the genome of the platypus, showing that the animal's peculiar mix of features is reflected in its DNA. An analysis of the genome, published in the journal *Nature*, can help scientists piece together a more complete picture of the evolution of all mammals, including humans.

The platypus, classified as a mammal because it produces milk and is covered in fur, also possesses features of reptiles, birds, and their common ancestors, along with some curious attributes of its own. One of only two mammals that lays eggs, the platypus also sports a duck-like bill that holds a sophisticated electrosensory system used to forage for food underwater. Males possess hind leg spurs that can deliver pain-inducing venom to their foes while competing for a mate or territory during the breeding season.

"By comparing the platypus genome to other mammalian genomes, we can study genes that have been conserved throughout evolution," says Richard K. Wilson, director of the University's Genome Sequencing Center and the paper's senior author.

The platypus is the earliest offshoot of the mammalian lineage some 166 million years ago from primitive ancestors that had features of both mammals and reptiles.

"What is unique about the platypus is that it has retained a large overlap between two very different classifications, while later mammals lost the features of reptiles," says Wes Warren, research assistant professor of genetics, who led the project.

Comparison of the platypus genome with the DNA of humans and other mammals, which diverged later, and the genomes of birds, whose ancestors branched off an estimated

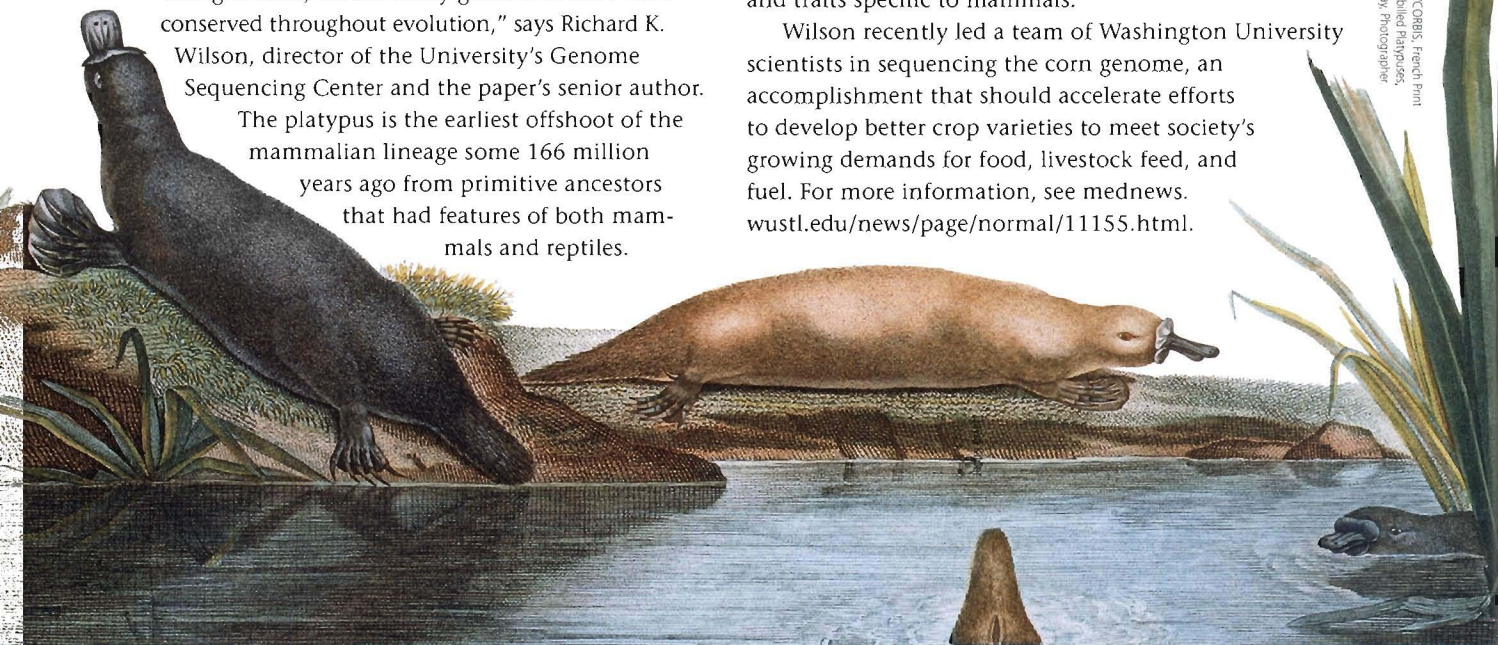
The platypus is the earliest offshoot of the mammalian lineage some **166 million years ago**

from primitive ancestors that had features of both mammals and reptiles.

315 million years ago, can help scientists fill gaps in their understanding of mammalian evolution. The comparison also will allow scientists to date the emergence of genes and traits specific to mammals.

Wilson recently led a team of Washington University scientists in sequencing the corn genome, an accomplishment that should accelerate efforts to develop better crop varieties to meet society's growing demands for food, livestock feed, and fuel. For more information, see [mednews.wustl.edu/news/page/normal/11155.html](http://mednews.wustl.edu/news/page/normal/11155.html).

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Depicting a Family of Duck-billed Platypuses,  
ca. 1800–1804. Philip de Bay, Photographer



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Above: Architecture students critique a recent project in the Sam Fox School of Design & Visual Arts that involved building a chicken coop for a farm in New Orleans.

Joe Angiles

## New Orleans Farm Transformed by Architecture Students

Like much of New Orleans, God's Vineyard Community Garden, a nonprofit farm in the Lower Garden District, was severely affected by Hurricane Katrina. To help rebuild the garden, 10 senior architecture students from the Sam Fox School of Design & Visual Arts collaborated with garden founders Earl Antwine and Noel Jones this past spring. Led by lecturer Derek Hoeferlin, the group hoped to make God's Vineyard productive again by designing and building a chicken coop.

"I thought the chicken coop would be a terrific project," says Hoeferlin, a Tulane graduate who previously led three design studios focusing on the Lower Garden District and the Central City neighborhood. "But for me, at the end of the day, the point is to help this great little farm get back on its feet." Indeed, prior to Katrina, God's Vineyard fed more than 1,500 people each month, providing vegetables, eggs, and poultry for community meals.

## Earthquake Design Holds Up in Competition

Engineering students (from left) Alisa Ma, Eriane (E.J.) Adams (seated), Sherrie Fowler, Josh Kuperman, and team captain Jonathan Bingham work on the model they built in the University's Earthquake Engineering Lab prior to competing at a seismic design competition in New Orleans the week of February 4. The group was the only team from the Midwest in the competition, which was sponsored by the Earthquake Engineering Research Institute. Their structure was made to



David Klipper

withstand simulated seismic impacts and to be cost-efficient and visually pleasing. The WUSTL engineers took first place for building costs, sixth for income, 14th for seismic cost, and had an overall ranking of No. 8.

## WUSTL Programs Rank in Top 10

Several WUSTL schools, academic areas, and departments at the graduate and professional levels currently hold top-10 rankings in *U.S. News & World Report's* 2008 rankings of graduate and professional programs.

- The George Warren Brown School of Social Work ranks No. 1 among master's of social work programs.

- The School of Medicine ranks No. 3 among research-oriented medical schools. Many individual programs are very highly ranked as well, including the Program in Occupational Therapy (tied for No. 1) and the Program in Physical Therapy (tied for No. 2). Several other academic areas also achieved top-10 rankings. Pediatrics is tied for a No. 7 ranking; audiology is ranked No. 5; and internal medicine is ranked No. 8.

- The School of Law's trial advocacy program is No. 4 in the nation, and the clinical training program ranks No. 6.

Many other University programs rank in *U.S. News's* top 25. The complete list of rankings is available at [grad-schools.usnews.rankingsandreviews.com/grad](http://grad-schools.usnews.rankingsandreviews.com/grad).

## Health-care Management Major Now Available

Health care is one of the fastest growing industries in the country and has the most demand for professionals qualified to take on its challenges. Washington University has turned to the strengths of its medical and business schools to fill that need.

The Olin Business School, in collaboration with the School of Medicine, now offers an undergraduate major in health-care management. Faculty members at both schools will teach courses, and students will develop a strong grounding in all business aspects of the health-care industry as well as in the science behind the medicine.





## Dome Improves Law School Courtyard

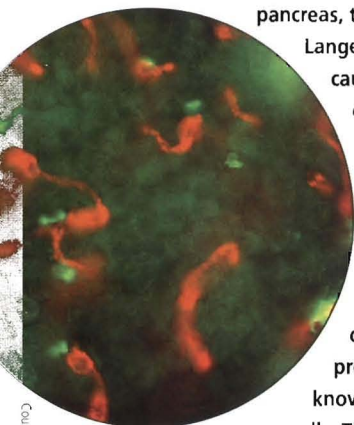
On May 5, construction crews lifted a massive steel canopy structure up two stories over the School of Law's Anheuser-Busch Hall, using the largest crane in Missouri. The law school installed the canopy over the open-air courtyard to create a year-round accessible public space. Designed by Washington, D.C.-based Hartman-Cox, the completed structure covers a span of 6,054 square feet. The canopy installation is part of an overall renovation project for the law school.

David Kiefer

## Type 1 Diabetes' Possible Cause Identified

Scientists at Washington University School of Medicine working with diabetic mice have examined in unprecedented detail the immune cells long thought to be responsible for type 1 diabetes.

Researchers examined the immune cells from isolated insulin-making structures in the pancreas, the islets of Langerhans. They caught these cells, known as dendritic cells, "red-handed" carrying insulin and fragments of insulin-producing cells known as beta cells. This can be



the first step toward a misdirected immune system attack that destroys the beta cells, which would prevent the body from making insulin and causing type 1 diabetes.

The results, reported online in *The Proceedings of the National Academy of Sciences*, push scientists a step closer to finding ways to treat this condition.

"Now that we've isolated dendritic cells from the pancreas, we can look at why they get into the pancreas and determine which of the materials that they pick up are most critical to causing this form of diabetes," says senior author Emil R. Unanue, the Paul and Ellen Lacy Professor of Pathology. "That may allow us to find ways to inhibit dendritic cell function in order to block the disorder."

The American Diabetes Association estimates that 1 million to 2 million Americans suffer from type 1 diabetes, also called juvenile diabetes because it frequently develops in children.

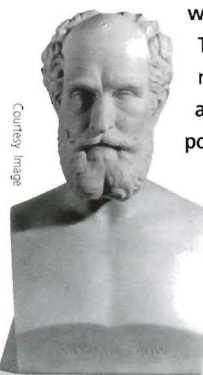
Patients require insulin injections to survive because the immune system has destroyed the islets of Langerhans, which contain the body's only beta cells. The insulin these cells make is required for the critical task of regulating blood sugar.

## Sculptor Harriet Hosmer Celebrated at Kemper

Neoclassical sculptor Harriet Goodhue Hosmer (1830–1908) was one of the most successful female artists of her day. She also was the first woman to study anatomy at what would become the Washington University School of Medicine. Hosmer produced many of her most significant works—such as the bronze statue of Missouri Senator Thomas Hart Benton in Lafayette Park (see back cover)—for St. Louis patrons.

This past summer the Mildred Lane Kemper Art Museum joined other local institutions in celebrating Hosmer's life and work. Four sculptures, from the permanent collections of the Mildred Lane Kemper Art Museum and the Saint Louis Art Museum,

were on exhibit in the Teaching Gallery. The museum also hosted an international symposium, which was organized by the Lafayette Park Conservancy, on Hosmer.



Courtesy Image



## Bioenergy Produced from Farm Waste

**E**ngineers at Washington University have found a better solution for treating farm waste and producing bioenergy using anaerobic digesters.

These scientists are studying ways to take manure and produce biogas from it. Anaerobic digesters employ reactors that use bacteria to break down organic matter in the absence of oxygen. The major end product of anaerobic digestion is methane, which can be used directly for energy. The methane also can be converted to methanol, or, when partially oxidized, to synthesized gas, which is a mix of hydrogen and carbon monoxide. Synthesized gas then can be converted to clean alternative fuels and chemicals.

The goal is two-fold: to have farms that grow their own energy by using readily available farm waste to power the farm, and to eliminate the environmental threat of methane, a greenhouse gas considered 22 times worse than carbon dioxide.

"Each year livestock operations produce 1.8 billion tons of cattle manure," says Muthanna Al-Dahhan, professor of energy,



David Kiper

"The final goal is a simple system ready for use by farmers on site for **bioenergy production** and for animal and farm waste management."

*Professor Muthanna Al-Dahhan (left) and graduate student Rajneesh Varma are researching effective ways to take agricultural waste and make biofuel out of it.*

environmental, and chemical engineering. "If it sits in fields, the methane from the manure is released into the atmosphere, or it can cause ground-water contamination, dust, or ammonia leaching, not to mention bad odors." Treating

manure by anaerobic digestion gets rid of the environmental threats and produces bioenergy at the same time.

"The process is complex, but we're seeking to simplify it for use as a quick assessment and evaluation of the digester," says Al-Dahhan. "The final goal is a simple system ready for use by farmers on site for bioenergy production and for animal and farm waste management."

## Social Work Celebrates Nearly 100 Years with Book

**T**o celebrate nearly 100 years of existence and a new era in social work education, the George Warren Brown School of Social Work has published *What We Believe: A History of the George Warren Brown School of Social Work: 1909-2007*.

"We are implementing a new strategic plan, and it is the perfect time for us to remember and learn from our history," says Edward F. Lawlor, dean of the Brown School.



Author Candace O'Connor begins the book with a look at poverty in St. Louis and the early history of social work education locally; she concludes with an overview of more recent accomplishments and a glimpse at the future. For example, the School will offer a master's of public health degree beginning in 2009 as part of the new Institute for Public Health at the University.

In addition, the book contains first-person accounts from alumni and current and former faculty.

To order *What We Believe*, please visit the Web site: [gwbweb.wustl.edu/Alumni/Pages/SocialWorkHistory.aspx](http://gwbweb.wustl.edu/Alumni/Pages/SocialWorkHistory.aspx).

The book also is available for purchase from the Campus Store in Mallinckrodt Student Center.



## Dancers Reach Festival Pinnacle

A group of 18 student dancers from the Performing Arts Department (PAD) in Arts & Sciences took top honors at the Central Region Conference of the American College Dance Festival Association (ACDFA).

The conference was held March 4–9 at Friends University in Wichita, Kansas. The students were recognized for their performance of *Grid*, an original work choreographed by Cecil Slaughter, senior lecturer in dance. *Grid* was one of only eight pieces selected—from a field of 26 contenders—for a gala concert that concluded the conference.

There is no national champion for the festival. However, *Grid* was one of only two works selected from the Central Region—which includes Arkansas, Illinois, Kansas, Missouri, and Nebraska—for presentation at the ACDFA's biennial National College Dance Festival, which took place June 4–6 at Barnard College in New York.

"The ACDFA festivals are to college dance what the NCAA tournament is to college basketball, but this competition



PAD students performed Cecil Slaughter's *Grid* last fall at a Washington University Dance Theatre concert. They reprised the piece at the National College Dance Festival in New York in June 2008.

David Marchant

"This work is about constructing and  
**deconstructing boundaries**

such as racial, gender specific, and territorial through  
the exchange of energy."

focuses on creativity in choreography and performance," says Mary-Jean Cowell, associate professor of dance and coordinator of the PAD's Dance Program. "It is a great achievement

for any dance program to present work at the National Festival," she says, noting that Washington University was last represented at the National Festival in 1996.

*Grid* premiered as part of the 2007 rEvolution, the Washington University Dance Theatre concert. Performers include Jimmy Brooks, Sandy Chen, Elissa Eggers, Leah Flamm, Alex Gordon, Joshua Hasam, Eliotte Henderson, Lauren Keldie, Christine Koh, Jen Machlin, Angela McDaniel, Jeff Mitchell, A.J. Singletary, Jessica Spraos, Abby Turner, Jonathan White, Kristin Yancy, and Fan Yang.

"This work is about constructing and deconstructing boundaries such as racial, gender specific, and territorial through the exchange of energy," says Slaughter of the piece, set to music by Layo and Bushwacka as well as Shukar Collective. "It's based on different patterns—patterns of thought, patterns of behavior, patterns of reaction—and what happens when they intersect."

## Record-Breaking Track and Field Member Earns All-America Honors

Junior Tanner Coghill of the Washington University men's track and field team earned All-America honors in the 400-meter hurdles on the last day of the 2008 NCAA Division III Championships. The competition took place in Oshkosh, Wisconsin, on May 22–24.

Coghill broke the Washington University school record in the 400-meter hurdles in the preliminaries and submitted the second-best time of his career, 52.76 seconds, in the final. He also garnered All-America recognition for the first time in his career.

Due to several outstanding sports teams, the Washington University Department of Athletics finished second in the 2007–2008 United States Sports Academy Directors' Cup Division III standings. This finish is the highest in school history.



Vincent Novicki



## Learning the Business of Sports

From allegations of steroid use to astronomical salaries for athletes, the business of professional sports has unique challenges rarely covered in a standard M.B.A. curriculum. The Olin Business School is an exception. In spring 2008, the School introduced a new course in sports management that featured several luminaries in the field.

Sports Management was co-taught by finance Professor Todd Milbourn and by Seth Abraham, former CEO of Time Warner Sports and CEO of Madison Square Garden.

"This was a wonderful introductory class for students to get a panoramic view of the business of sports around the world," says Abraham. "What was once a pastime has now transformed into a global economy. Television rights, team and league management, corporate sponsorship and marketing, media coverage, and the impact of multinational

corporations were all covered in-depth. Students received perspective on how the sports economy works."

In addition to regular class meetings, the course had four distinguished guest lecturers teach about issues directly related to their professional expertise. These guests included Tony Ponturo, senior vice president of global marketing at Anheuser-Busch; Neal Pilson, former chairman of CBS Sports; Harvey Schiller, former president of the Atlanta Hawks, Atlanta Braves, and the Atlanta Golden Thrashers; and Selena Roberts, former award-winning columnist for *The New York Times* and now the first female columnist at *Sports Illustrated*.

"We were thrilled to be able to offer this unique course to our students," says Mahendra Gupta, dean of the Olin Business School. "We expect the class will become a permanent fixture in the future."

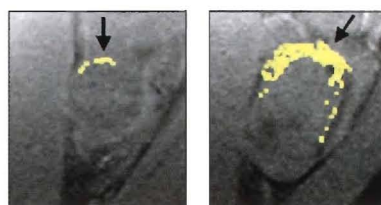
## Nano-sized Technology Super-sizes Chemotherapy Effect on Cancerous Tumors

Using nanotechnology, researchers at the School of Medicine have found a way to dramatically reduce chemotherapy doses.

The researchers focused a powerful drug directly on tumors in rabbits using drug-coated nanoparticles. They found that a drug dose 1,000 times lower than used previously for this purpose markedly slowed tumor growth.

"Many chemotherapeutic drugs have unwanted side effects, and we've shown that our nanoparticle technology has the potential to increase drug effectiveness and decrease drug dose to alleviate harmful side effects," says lead author Patrick M. Winter, research assistant professor of medicine and biomedical engineering.

The nanoparticles are extremely tiny beads of an inert, oily compound that can be coated with a wide variety of active substances. In an article published online in *The FASEB Journal*, the researchers describe



Treated

Untreated

*Fumagillin nanoparticle treatment reduces the growth of tumors.*

a significant reduction of tumor growth in rabbits treated with nanoparticles coated with a fungal toxin called fumagillin. Human clinical trials have shown that fumagillin can be an effective cancer treatment in combination with other anticancer drugs.

The fumagillin nanoparticles were effective in very low doses because they concentrate where tumors create new blood vessels. The rabbits that received the nanoparticles showed no adverse side effects.

Two transfer students, **NICHOLAS BLOOM** and **JACK DUNCAN**, received Elizabeth Gray Danforth Scholarships from the Women's Society. The scholarships are awarded annually to two outstanding local community college transfer students.

The Edward A. Bouchet Graduate Honor Society welcomed three doctoral students: **KEONA ERVIN**, Department of History in Arts & Sciences; **HENRIKA MCCOY**, George Warren Brown School of Social Work; and **TRACY NICHOLSON**, Molecular Microbiology and Microbial Pathogenesis Program in the Division of Biology and Biomedical Sciences.

**MARQUITA JAMES**, A.B. '08, received the Harriet K. Switzer Leadership Award from the Women's Society.

**RONALD LEAX**, the Halsey Cooley Ives Professor of Art, was named dean of the College and Graduate School of Art in the Sam Fox School of Design & Visual Arts.

**EDWARD S. MACIAS**, executive vice chancellor, dean of Arts & Sciences, and the Barbara and David Thomas Distinguished Professor in Arts & Sciences, was named provost and executive vice chancellor for academic affairs, effective January 1, 2009.

**RALPH S. QUATRANO**, the Spencer T. Olin Professor and chair of the Department of Biology in Arts & Sciences, was named dean of Arts & Sciences.

**SALVATORE P. SUTERA**, senior professor of biomedical engineering, was named dean of the School of Engineering & Applied Science.

On the Web For more "Honors," see [www.magazine.wustl.edu/](http://www.magazine.wustl.edu/).

Senior author Gregory M. Lanza, associate professor of medicine and of biomedical engineering, and Samuel A. Wickline, professor of medicine, of physics, and of biomedical engineering, are co-inventors of the nanoparticle technology. The nanoparticles measure only about 200 nanometers across, or 500 times smaller than the width of a human hair.

"They can carry chemotherapeutic drugs specifically to tumors," says Lanza.





universities: Utrecht, Queen's University Belfast, University of Trento (Italy), and Catholic University of Portugal.

The new Transnational Law Program allows U.S. students to study at both Washington University and Utrecht University. These students will

spend five semesters acquiring a solid foundation in U.S. law with an emphasis on international and transnational law from an American perspective.

Then they will undertake three semesters of study in Utrecht, acquiring an appreciation for European law and enhancing their understanding of international and transnational law. Faculty and students from the other three European partners will contribute to the strength of the program.

"There is a growing need for lawyers who understand American and European law, who can identify legal issues, and who know reliable sources in the U.S. and Europe," says Kent D. Syverud, dean of the

law school and the Ethan A.H. Shepley University Professor.

Upon completion of the program, the U.S. graduates will earn a J.D. from Washington University and an LL.M. from Utrecht School of Law. European participants will pursue a complementary course of study; after earning their degree from Utrecht, they will enter the LL.M. program at Washington University.

"The integrated aspect of the curriculum makes it unlike any other offering at our peer institutions," says Michael Peil, assistant dean for international programs and executive director of the Whitney R. Harris World Law Institute at the School of Law. "Both our American and European graduates will be prepared for rewarding professional lives in an increasingly globalized world."

## Law School Expands Worldwide Reach

The School of Law is launching a unique Transnational Law Program for students in both the United States and Europe. This program expands upon the School's partnership with Utrecht University in the Netherlands.

Beginning in fall 2008, a new four-year combined degree program will be offered in association with four prestigious European

### Editors' Note

The editors note that the DNA graphic accompanying the Frontrunner titled "Sequencing 1,000 Human Genomes" in the summer issue of the magazine was an abstract illustration. Human DNA is a right-hand helix.

## Truman Scholarship Awarded to Kelley Greenman

Junior Kelley Greenman (right) learns from Chancellor Mark S. Wrighton that she has been awarded a Harry S. Truman Scholarship. Truman Scholars are selected

based on academic performance, leadership, and dedication to public service. Greenman, who is from Marathon, Florida, is one of 65 scholars selected from among 595 candidates nominated by 283 colleges and universities. Joy Kiefer (center), assistant dean in Arts & Sciences, nominated and supported Greenman throughout the arduous application process. "I couldn't be more excited and grateful to receive this honor," says Greenman, an environmental studies major in Arts & Sciences. Her award will provide up to \$30,000 for graduate study.



## Bone Drug Could Stop Spread of Breast Cancer

Maintaining bone density could be a key to decreasing the spread of cancer in women with locally advanced breast cancer, according to research at the School of Medicine.

Bones are common sites for the spread of breast cancer. Scientists here found that women treated for stage II/III breast cancer who also received a bone-strengthening drug were less likely to have breast tumor cells growing in their bones after three months. The bone-strengthening drug used was zoledronic acid, a drug that decreases bone turnover and reduces bone fractures in patients with osteoporosis.





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70	6.1%	70 & 70	5.6%
75	6.7%	75 & 75	6.0%
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# Teaming Up to Help Urban Teens

BY TERRI NAPIER

**W**hile discovering her own place in the nonprofit world, Bijal Desai is helping others find theirs.

As an M.B.A. student focused on social entrepreneurship, Desai volunteered with Elizabeth Ketcher, founder and executive director of StudioSTL. Founded in May 2006, StudioSTL partners writers, artists, and educators with area youth on writing and publishing projects to help them express themselves with confidence and clarity, while building skills. At this time, the organization works with students in the City of St. Louis, Wellston, and Rockwood school districts.

After operating a year, Ketcher came to the Olin Business School and the Taylor Community Consulting Program (TCCP) in spring 2007 for advice on how to secure financing to grow. TCCP is a class connecting Olin students to St. Louis-area nonprofits that need help with a business project, and it first brought Ketcher and Desai together.

Desai, who was a student in the Taylor Program that spring, was matched with StudioSTL. To the StudioSTL team, she brought six years of corporate experience in marketing and operations for companies such as Pfizer and IRI (consulting for Pepsi), as well as several years as a volunteer helping nonprofits with strategy and marketing. Her TCCP team's assignment was to determine a financial assessment and strategy for StudioSTL. While working with three finance students (two graduate, one undergraduate), Desai discovered that, in addition to figuring financials, they also needed to prioritize the organization's growth.

"Elizabeth had the funding goals," Desai says, "but a timeline and growth strategy were missing. So we worked on that first."

In doing so, the group determined how future funding could support StudioSTL's goals.

"Bijal's enthusiasm for StudioSTL, as well as her ability to blend practical business solutions with sincere compassion for the multifaceted needs of youth, made quite an impression on me," Ketcher says. "Her and the team's

quick grasp of our situation led to the development of a three-year outline of a strategy that later became the foundation of our organization's five-year plan."

To complement the TCCP course, Desai also set up an independent study in operations in the social sector. "I knew it would be very different from the for-profit world of manufacturing and logistics and production and supply chain," Desai says.

As part of her independent course, she again worked with StudioSTL.

"Bijal interviewed me and other StudioSTL members and then created a comprehensive start-up operations manual," Ketcher says. "We refer to it constantly as we grow and confront new issues, including budgeting and finance, board transitions, and resource development."

Hoping that "success begets success," Desai approached Ketcher in fall 2007 about entering the Social Entrepreneurship and Innovation Competition (SEIC). Sponsored by the University's Skandalaris Center for Entrepreneurial Studies, the annual competition, running September through April, awards a \$35,000 YouthBridge Award to the winner.

"Bijal and her colleague,

*Bijal Desai (left), M.B.A. '08, was among the team members helping Elizabeth Ketcher, founder and executive director of StudioSTL, win the Social Entrepreneurship and Innovation Competition's \$35,000 first prize. StudioSTL helps urban youth express themselves and gain confidence through writing. For her contributions, Desai was awarded the student prize.*





David Ramirez, advised me of our organization's need for a five-year strategic plan and the difficulty in creating such a plan in the absence of a competition," Ketcher says. "Despite a pressure-packed schedule, Bijal joined our team and advised our group at every juncture."

In addition to Desai and Ramirez, M.B.A. '07, who also is Desai's fiancé, the competition team included alumna Leslie Evans, A.B. '06; Emma O'Brien, a graduate of the University of Illinois; and Wendy Leem, a Saint Louis University senior finance major.

In the first round of the multi-phase SEIC, Ketcher submitted the team's idea to IdeaBounce, giving a two-minute presentation to judges for initial feedback.

Next, she submitted the executive summary of the project, where the team identified the community need, organization solution, and implementation plan. Based on the summary, StudioSTL was selected a semifinalist.

The team then worked on an 'elevator pitch,' delving more into the overall business plan. Ketcher made the presentation to a panel of judges, and again StudioSTL was selected to advance.

In the final phase, the team pulled together a complete business/sustainability plan. "One of the goals of the

competition is to make sure organizations have a plan to continue serving the community," Desai says.

After StudioSTL turned in its sustainability plan, Ketcher gave a final presentation. Both elements were judged together.

Ketcher must have done well; out of a field of 24 original entrants, StudioSTL won the \$35,000 YouthBridge Award. For her contributions, Desai won the \$5,000 student award.

"Every year, the judges choose a student winner," Desai says, "but I feel as if that award was StudioSTL's, too, because the entire team worked on the plan."

Most important, Desai says, it's about touching children's lives. StudioSTL gives

youth an outlet for expression, and to date is working on publishing a second anthology of student writings. Students also write for and publish their own newspapers and magazines. They have published a book of poetry, too.

"The overall goal of the plan is to open a writing center, where youth from these different neighborhoods can come," Desai says. Ketcher praises Desai's work and influence: "We are now able to build our organizational capacity and serve more St. Louis youth. We are grateful to her beyond words."

As the former president of Olin's Net Impact—a student organization that promotes using business to create a better world—Desai says that she's grown the most in knowing how to create an organization from an operations and marketing standpoint.

Desai spent this past summer after graduating helping another recent graduate, Stephanie Kilstein, M.S.W. '08, start Shearwater Education Foundation. The foundation, which aims to re-engage disconnected youth through a quality education and opportunities to build social and economic capital, is planning to open Shearwater High School in August 2009.

Kilstein developed the model based on her social work, educational, and programmatic experience, and Desai offered the organizational planning and business operations expertise.

"I was very deliberate in knowing that I wanted to come back [to school] and transition into the nonprofit world," Desai says.

And this experience is yet another step on Desai's path, one that may lead to helping even more people find their way. ☐

Terri Nappier is editor of this magazine.

**"Bijal's ... ability to blend practical business solutions with ... compassion for the multifaceted needs of youth, made quite an impression on me."**







# Endowment Takes a Long View

**D**uring the 2003–2004 academic year, Washington University celebrated its sesquicentennial—150 years of providing higher education to St. Louis, the nation, and the world. But this milestone is a mere fraction of the ages of some of the world's great universities. Harvard is heading toward 400; Oxford is more than 800. The late Clark Kerr, president of the University of California, once said that only 60 entities have survived continuously since the Middle Ages, and 50 of these are universities.

"Universities exist in perpetuity," Chancellor Mark S. Wrighton says. "They do not come and go like businesses and other institutions often do. As such, universities take a long view of how they operate and persist over decades and centuries."

To provide for the future of an organization with such a lifespan, universities must be managed to balance the current requirements of scholars and students with the needs of those who will walk the same pathways and hallways hundreds of years in the future. To do that, it is essential that a university has a significant endowment—a fund (actually a great number of individual funds) created by gifts that can never be spent. From these funds, only the earnings can be used to support the work of the institution and its faculty and students.

"The endowment plays a critical role in supporting research that has a benefit for America and the world," Wrighton says. "Medical discoveries, exploration of ancient cultures, nanoscience, alternative energy, much-needed research, and classroom facilities—all are directly or indirectly supported by endowment income, as are many of the endowed professorships that make it possible to attract and retain the talented faculty who carry out this work."

At Washington University, the endowment provides the fourth-largest revenue stream, accounting for 10 to 12 percent of annual income in a typical year. Because of the School of Medicine's health and biomedical research mission, the University's largest sources of income are patient care and research grants. These are followed by tuition and then endowment spending.

According to Barbara A. Feiner, vice chancellor and chief financial officer, University trustees adopt endowment spending policies that are designed to maintain a smooth spending course over time while making

sure that future generations of students and faculty will receive at least the same level of support from the endowment as the current generation enjoys.

"When investment returns are robust, spending rules help to ensure that any increased spending can be sustained into the future," Feiner says. "The resulting financial stability is crucial to long-term academic programming."

Most universities aim for a 4 to 5 percent payout of their endowment each year. In some years, they exceed that goal, and in others, they do not—depending on many factors, including market conditions. An annual average investment return of approximately 8 to 9 percent is needed to achieve a payout rate goal of up to 5 percent and, at the same time, to maintain the endowment's value relative to an annual inflation rate of 2.5 to 3.5 percent. The endowment also incurs investment management costs that must be recovered.

Over the past 10 years—a period that includes both strong and weak investment markets—the Washington University endowment returned an annualized 8.8 percent per year. For the 2007 fiscal year, Washington University distributed \$197 million in earnings from its endowment, which was valued at \$5.66 billion on June 30, 2007. Over the past decade, the University has increased annual endowment spending by more than 150 percent.

Unlike most charitable foundations that are required by federal law to spend a minimum of 5 percent of their assets each year and have only one source from which to spend assets, a university endowment is strikingly different. A university endowment is only one of many sources of income that must be relied upon; it is composed of many separate restricted funds; and it must support an everlasting institution.

"University endowment investment and spending is done with a long-term view in mind," Feiner says. "Foundations do not have the enduring obligations faced by Washington University, which has 13,000 faculty, researchers, and staff who work in more than 150 buildings utilized by more than 13,500 full- and part-time students."

## MINIMIZING MARKET FLUCTUATIONS

According to the University's chief investment officer, Kimberly Walker, the University's endowment is managed to strike a balance between funding current operations and preserving purchasing power to fund future needs.



# The University endowment provides for the future while funding the present.

BY STEVE GIVENS

"This permits access to high-quality investment vehicles and provides a broader set of investment possibilities," Walker says. "It also allows institutions to better manage risk because they are not focused on near-term performance results and market fluctuations. For example, endowments nationally lost an average of 3.6 percent in 2000–2001 and 6.0 percent in 2001–2002, and they are likely to show a downturn for this past year."

"Careful stewardship governs the ways in which the University's endowment is managed to flatten economic hills and valleys, such as the recent dramatic downturn in the stock markets here and abroad," Wrighton says. "Good years like 2006–2007 can be followed by equally strong market declines, and a wisely managed endowment is structured to reduce the negative impact of the bad years by conserving resources in the good ones."

## NEARLY 2,500 INDIVIDUAL FUNDS

An unusual aspect of university endowments, which are not just one fund steered by the university administration, is that they are guided by the wishes of hundreds or thousands of different donors who often place restrictions on how the institution may use their endowment gifts.

Indeed, the "endowment" of Washington University actually comprises nearly 2,500 individual endowments—most with their own sets of restrictions and guidelines as to how they may be used. Some are more than a century old and reflect a donor's wishes based on what was known or expected at the time the gift was made.

Although the University has limited latitude to interpret donor wishes, it cannot redirect those funds to totally different purposes contrary to donor instructions. Thus a donor's gift restricted to supporting medical research could not be re-purposed to support undergraduate scholarships. Likewise, a gift intended for an endowed professorship in English literature could not be spent on need-based grants to undergraduate English majors.

The University has received gifts for endowed scholarships in every school and college, as well as for other important intellectual resources, such as special library collections, laboratories, student services, lectures and seminars, museum collections, capital projects, and support of academic programs.

## SUPPORTING SCHOLARSHIPS AND MORE

About \$500 million of the University's endowment is designated to generate resources for more than 2,000 students. Of this, about half can be used to generate income for undergraduate financial aid. Any other funds

for financial aid must come from nonendowment revenues, including annual gifts and tuition. For example, gifts to the annual fund provide scholarships to more than 1,000 students. Income from federal research grants and from patient-related reimbursements cannot be used for undergraduate financial aid.

"Because much of the endowment cannot be used for student financial aid, one of our most important challenges for the future is meeting the growing need for scholarships," Wrighton says. "We are working hard on the development of annual and endowed scholarship gifts that will enhance access to higher education for students from low- and middle-income families."

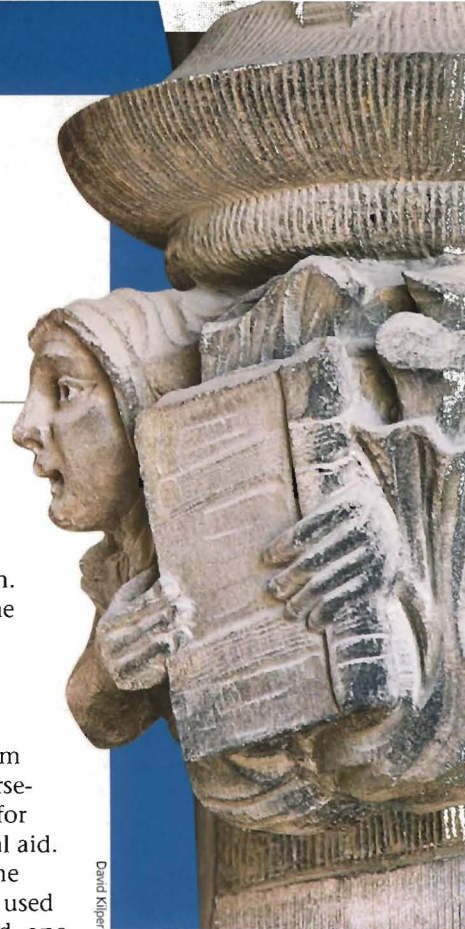
Beyond scholarships, the endowment provides much-needed funds to support academic programs and faculty salaries. These resources allow the University to continue to charge tuition rates well below the actual cost of educating a student, regardless of whether one receives financial aid.

## A CHALLENGE TO SELF-DETERMINATION

In recent times, universities across America have come under fire from various sources, most recently the U.S. Senate Finance Committee, for not spending more of their endowments to meet the needs of education today. Some policymakers have suggested imposing mandatory minimum spending requirements for university endowments, as there are for charitable foundations. More to the point, some believe universities should be spending more of their endowments to ease the cost of tuition.

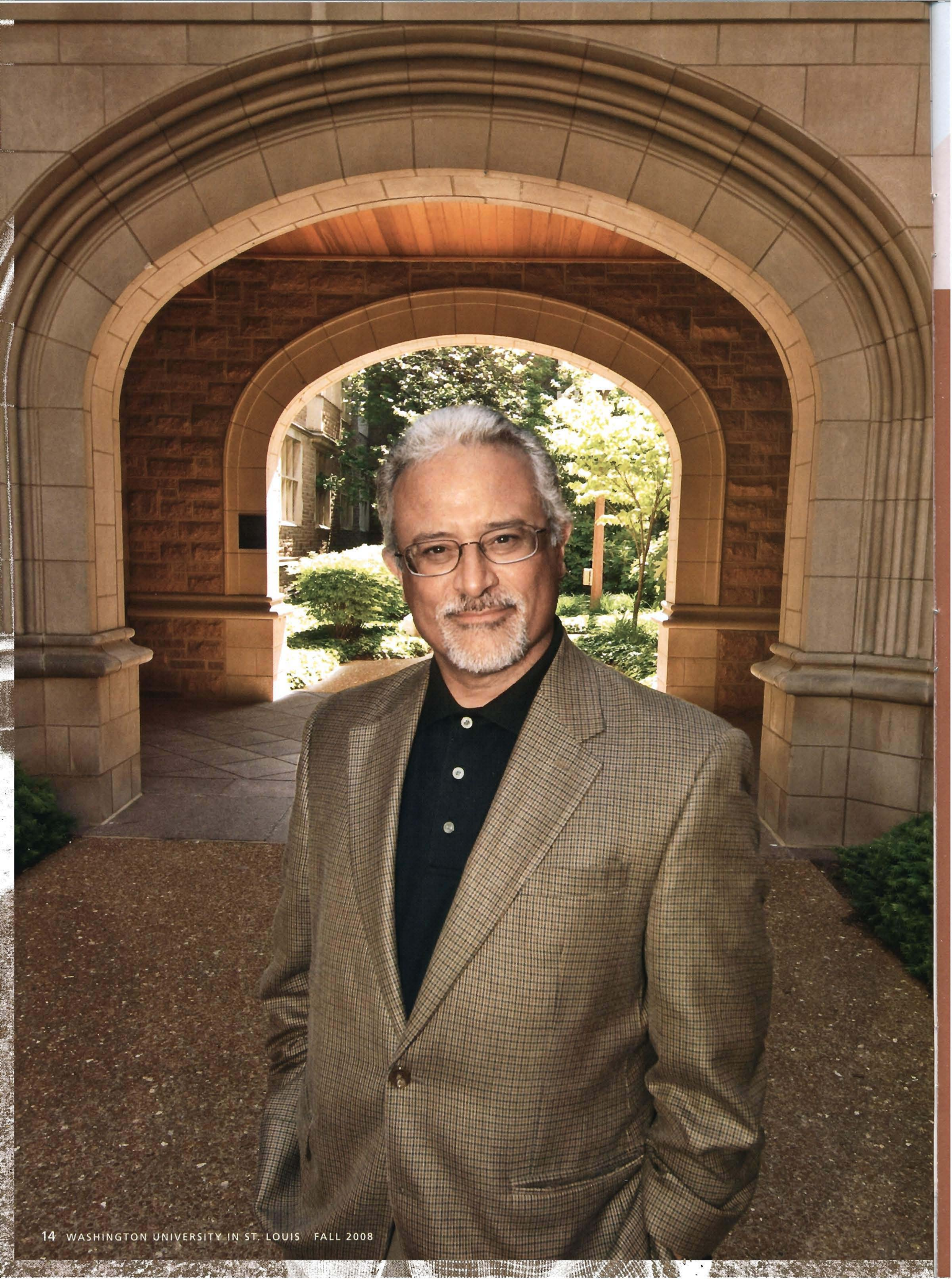
"While that's understandable and something about which we all need to be concerned, we also must be good stewards of what has been given to us in the past and provide for the future of an institution that effectively must plan to exist forever," Wrighton says. "Throughout its 155-year history, Washington University has served as a good steward of this essential resource. For many, the endowment makes a critical difference in the ability of our students and scholars to learn, create, and discover new knowledge." ■

Steve Givens is the associate vice chancellor and executive director of University Communications.



David Kiper







# IMPROVING LIVES OF LATINOS Is Front and Center

Through clinical  
practice and ground-  
breaking research,  
Professor Luis H. Zayas  
works to enhance the  
lives of Latino children,  
adolescents, and adults.  
This dedication has led  
to his recent formation  
of the Center for Latino  
Family Research at the  
School of Social Work.

BY JUDY H. WATTS

**L**uis H. Zayas has five post-secondary degrees, plus highly regarded certification in psychoanalysis and psychotherapy—yet his eighth-grade teacher had to argue with a guidance counselor to secure his place in a college-preparatory curriculum. (His family lived on a military base at the time.) A few years later, despite a successful academic record in high school, another advisor tried to dissuade him from applying to college. “It was against those odds—discrimination, racism, or perhaps people’s lack of energy to help young people succeed—that I applied to Manhattan College and won a full scholarship. And when I told my counselor I’d been accepted, she wouldn’t believe me until I brought her my admissions letter and financial-aid information.”

Today, Zayas stands at the top of his profession: He is the Shanti K. Khinduka Distinguished Professor of Social Work in the nationally top-ranked George Warren Brown School of Social Work and professor of psychiatry at the similarly rated School of Medicine. To date, Zayas has published or has in press 77 scholarly articles and chapters for peer-reviewed journals on a broad range of topics related to his core research agendas. Five others are under review. Three major, multiple-year grants are in progress at the innovative Center for Latino Family Research, which he founded and directs.

Zayas’ research focuses on children, adolescents, and parents—and the cultural influences that support or torment families. He is determined to improve Latino families’ lives, driven in large part by his proclivity for helping others—“a spirit I got from my parents,” he says.

“Children and adolescents have a tremendous vitality that too often is squashed through circumstances in their lives,” he continues. “Those years are so foundational that helping them is very important to me.”

## THE NEED FOR CULTURE-INCLUSIVE RESEARCH

The U.S. Census Bureau calls Hispanics the fastest-growing group in the United States. Within that population, 15 percent of teenaged girls [henceforth, Latinas] say they have tried to kill themselves—a rate 1.5 times what white or black females between ages 12 and 17 report and nearly twice the rate of Hispanic adolescent males.

Zayas has been conducting the complex, primarily qualitative work required to understand Latina teens’ suicide attempts since the late ’70s, when he was a medical social worker in New York City. He encountered the phenomenon in hospitals and clinics—only to discover that very little research about the problem existed. During





*Professor Zayas, through his clinical and advocacy work, is getting to know Hispanic families in St. Louis. He also is continuing research in New York, Puerto Rico, and the Dominican Republic, where he is working with Albert and Deedee Pujols and their foundation on medical missions. Zayas is hoping soon to have University students in social work, public health, education, engineering, and medicine do internships in the country, possibly as part of the Pujols Family Foundation.*

this period, Zayas also attended a seminar psychoanalysts presented at a well-known New York medical school. The discussion centered on child-rearing in Hispanic and primarily Puerto Rican families.

"Basically, the presenters were saying that the mothers' behavior toward their children was part of a pathological sequence," Zayas recalls his response: "No, you are incorrect! The pathways under discussion are healthy—but differently defined within a separate culture." He realized then the urgent need for intercultural explanations of child-rearing and family interaction that could result in healthy as well as maladaptive functioning, such as suicide attempts. "So I took my ideas and have been running with them for the past 25 years." In addition to studying Latina teens who attempted suicide, Zayas is keenly interested in cultural psychology and human development.

In line with his interest in mental health and how people are diagnosed and treated, he and his team "plan to follow up on our findings that psychiatric clinicians seldom agree on the diagnoses assigned to Hispanic adults. We need to know about the impact of ethnicity and cultural differences and the interpersonal 'dance' that clinician and patient do when they meet," he says. Zayas describes his own psychotherapeutic orientation as "interpersonal," a working relationship in which he and his patient "are partners in a journey of self-discovery."

ZAYAS SAYS THE HISPANIC COMMUNITY IN ST. LOUIS IS GROWING, ALTHOUGH IT'S STILL UNDER THE RADAR AND THEREFORE HARD TO PENETRATE AS A RESEARCHER. YET THERE IS A GREAT NEED FOR SERVICES.

### INSIGHT INTO AGONY

To understand what might prompt a Hispanic child of 13 or 14 to take pills or cut herself in an attempt to end her life, Zayas is working with a five-year grant from the National Institute of Mental Health (NIMH). During this time, he will study approximately 100 Hispanic girls who have never attempted suicide and about 80 young women who have, in order to determine the sociocultural processes involved. The data and knowledge he is amassing were partially obtained through his clinical work.

Unearthing and scientifically culling meaning from the diverse source material is painstaking. "The differences between those who did and did not attempt suicide, and the nature of the experiences that push some to try, are all embedded in the inscrutable black box of family and culture," Zayas says. "But now we're teasing them apart."

One early finding suggests that troubled Latina teens suffer from conflicting pressures of their parents' values and the pervasive cultural practices of American adolescents. Many Latinas born in the United States are completely unfamiliar with the culture their parents want to preserve; others are immigrants themselves and subject to added social and psychological stresses. Circumstances such as absent fathers, a series of men in the home, abuse, or drugs sometimes cloud the picture even further.

When Zayas' work on teen suicide attempts appeared in the national media, he received e-mails and letters from well-adjusted Latina women, many of them happily married mothers, who had once tried suicide. "A number said they made it through college but felt they were swimming upstream," Zayas says. "What determines different life courses? We need to investigate all this." Zayas is at work on a book from this research.

### FOCUSING ON CULTURAL CONTEXT

Zayas teaches monthly Outpatient Management Rounds at the School of Medicine and famously rigorous courses at the Brown School on human behavior and development and on applied social practice. His pedagogy is predicated on his convictions about the importance of understanding individuals within their own ecological niche. During rounds with third-year psychiatric residents, for example, he emphasizes that medicating people is not enough. "Young

Joe Angeris



psychiatrists have got to know the family, the social supports, the family history, in order to take a leadership role in patient care."

### A RESEARCH CENTER OF A CRITICAL KIND

Complementing Zayas' acutely important research and teaching contributions is the Center for Latino Family Research—the first such center whose ideas involve applied social research to discover what interventions can be done to enhance Latino communities. The center supports research on topics that influence both services and community development, develops young scholars, and produces programs to effectively address some of the most pressing issues Latinos face in the United States and in Latin America.

"Luis is inspirational," says Margarita Alegria, a professor of psychology at Harvard Medical School, who collaborates with Zayas under a grant to develop interventions for Latino families and youth. "He takes on very serious, complicated, and challenging big-picture tasks, such as asking a group of Latino researchers to conceptualize the role of culture in adapting interventions for children."

School of Social Work Dean Eddie Lawlor commends Zayas for providing international, national, and local leadership in Latino family studies: "What's unique about Luis' work is that he's informing local policy and practice from international cultural observations." Zayas obtained a prestigious NIMH grant for what proved to be a resoundingly successful three-meeting international conference—at which emerging scholars worked alongside senior investigators. The researchers examined cultural adaptations of social services and social practices to Latino populations, tackling the critical problem of how clinicians could best approach individuals from

different ethnic minorities to engage them in treatments, retain them, and obtain the best therapeutic outcomes. They also collaborated on ways to make the strategies much more accessible to researchers and clinicians toiling in urban communities.

"We talk a lot at Washington University about the interplay of our international work and our local work, and nobody does it better than Luis Zayas," Lawlor adds. "It's a privilege to have him here."

Whereupon the inevitable question arises. How does Zayas, a distinguished scientific researcher long-established in New York City, assess being based in St. Louis with a smaller population of Hispanics?

"Being part of a truly great university, where I benefit from colleagues who are the leading scholars in their fields and enjoy incredible institutional support, has made this transition much smoother than one might imagine," he says. "Coming to St. Louis has reminded me that when it comes to community-based research, reputations burnished elsewhere don't transfer easily; I have to re-earn my credibility and that's what I'm trying to do."

Zayas says the Hispanic community in St. Louis is growing, although it's still under the radar and therefore hard to penetrate as a researcher. Yet there is a great need for services. "Through my clinical and advocacy work locally—and the rising visibility of the Center for Latino Family Research—Hispanic folks here are getting to know and trust me," he says. "Meanwhile, I continue my research in New York, Puerto Rico, the Dominican Republic, and other places—straddling the local, national, and international, and learning from all." ■

Judy H. Watts is a freelance writer based in St. Louis and a former editor of this magazine.

## FAMILY MATTERS

Born in small-town Coamo, Puerto Rico, and raised during the racial and ethnic upheaval of the '60s, Zayas was a military child whose family lived on U.S. Army bases around the world and was part of a tiny minority—at best—of Hispanic families at the posts. The Zayas household provided a psychological buffer, an island of warmth and support, for its six children. "My parents kept our family very tight-knit, which was impressive," Zayas says.

In addition, his father, a compassionate man who Zayas says "was always there for other people—and who was my inspiration" often brought home "homesick 19- and 20-year-old soldiers who were away from the island for the first time. Our mother would cook them a Puerto Rican meal—roast pork, yellow

rice with pigeon peas, fried green plantains, octopus salad, and coconut candy. For those sweet moments, those young men were back home."

Today, Zayas has a thriving family of his own. "My wonderful wife, Stephanie, is a special-education teacher who has a master's degree from Columbia University. We have three great children: Marissa, 26; Amanda, 24 [the sisters, a nonprofit fundraiser and a fashion designer, respectively, live in the family's home in New York, where their parents return in the summertime]; and Luis-Michael, who is a junior here at Washington U. and a budding ethnomusicologist."

Joe Angeles





# Turning life and death into poetry

After roles in medicine and photography, Mary Jo Bang reassesses her career and realizes the poetic form. Now an English professor, she speaks to life's twists and turns, triumphs and tragedies in her award-winning work.

BY MARY ELLEN BENSON

In the late 1960s while working for the foreign student office at Northwestern University, Mary Jo Bang applied to become a full-time degree student. A dean told her that because of her previous grades, "I could never make it at Northwestern." She ended up being admitted to Northwestern and graduating summa cum laude.

Today, this much-honored poet and self-described "overachiever" has been awarded the 2007 National Book Critics Circle Award in poetry for her collection *Elegy* (Graywolf Press, 2007).

Bang, professor of English and former director of the creative writing program, both in Arts & Sciences, not only went on to earn two degrees from Northwestern, but she has pursued numerous interests and picked up additional degrees along the way. Her path from growing up in St. Louis to writing and teaching at Washington University has been filled with many twists and turns.

After high school, she went to the University of Iowa and then transferred to the University of Missouri; she eventually found her way to Chicago and to Northwestern. "I was very concerned about the Vietnam War and issues like social justice, so I majored in sociology," she says, earning a B.A. and a master's degree.

Her path then took her to Philadelphia where she worked "with a group of Quakers who were doing anti-war work and community organizing," she says.

"I did that for a few years and then got interested in medicine and enrolled in a program at Saint Louis University."

There, she completed a physician assistant degree, graduating at the top of her class.

After working at the Washington University HMO, she returned to Evanston, Illinois, to marry a high school friend who had a child the same age as her child from a previous marriage. She worked as a physician assistant in a suburb of Chicago.

## A WRITER EMERGES

"I had always thought, from the time I was about 9 or 10, that I would be a writer," Bang says. But with a full-time job, a husband, and two children, "I kept telling myself that I'll get caught up and then I'll sit down and write. It never happened."

She chose to take a writing class at Northwestern through the Program for Women, which offered noncredit courses at night. "I thought, OK, I am clearly an overachiever," she says. "Just put me in a classroom, and I'll do the work and see if I can meet the challenge."

While she loved the class, she says, "I did find it difficult to write prose. When I encountered problems—if the character wasn't believable or the plot had contradictions—I wasn't sure how to re-enter the





Joe Angeles

English Professor Mary Jo Bang was awarded the 2007 National Book Critics Circle Award in poetry for *Elegy* (Graywolf Press, 2007), a collection she wrote after the death of her son in 2004. A teacher of writing and literature, Bang was director of the University's Writing Program from 2005 to 2008.



*"I began to write poems as a way of doing many things: one, escaping a state of extreme suffering for a few minutes," Bang says.*

story and go about re-shaping it. So I would just put it aside and write something new."

On a trip to France, her creative bent took another direction. She bought an instamatic camera and began taking photographs. But because she kept opening the back of the camera, she didn't recognize the images. "They were not at all what I had seen," she remembers. "I decided at that moment I was going to take a photography class, and that I was going to learn French."

Back in Chicago, she took French classes and studied photography at the School of the Art Institute of Chicago, receiving a lot of encouragement from her teachers.

She also began to write poems. When a reader who liked her poems pointed out some problems, "I immediately had ideas about how I could redress those," she says. "Something about this form seemed open enough that I could re-enter it and shape it differently."

#### TEXT AND IMAGES

Her next stop was London where her husband had been transferred. She wrote poems, and she found a photography program at the Polytechnic of Central London where she earned a bachelor's degree.

"The program was deeply indebted to the study of semiotics, and the idea of how you read a photograph and the relationship of image to text," she recalls. "I would write poems and then create photographs that somehow evoked a similar state of mind, but without duplicating the narrative elements. Or, I would do it in the other direction, make a photograph and then write a poem."

When they left London, she and her husband separated.

Back in Chicago while teaching English composition at Columbia College, she met Paul Hoover, a poet and editor who championed the work of experimental writers. "Paul was instrumental in introducing me to a lot of interesting poets. I'm still very grateful for that entry into poetry."

Deciding that she loved teaching and writing, and being committed to the writing of poetry,

Bang applied to M.F.A. programs. She chose the program at Columbia University. "I was lucky that I met a group of young poets who were passionate about poetry. For me, particularly as an adult, it was an immersion course."

During her time at Columbia, her first book, *Apology for Want*, won the Bread Loaf Bakeless Prize. "Because I was still a student when the book got published, I didn't think it was fair to turn it in as my thesis," she says, so she developed new work for her thesis.

She started to teach: at Yale, at the New School, at the West Side Y, and for a semester at the University of Montana. In Montana, she learned she had received the Hodder Fellowship at Princeton University. "It's an invitation to live at Princeton and write for a year," she explains. "No classes, and I got an assistant professor's salary."

She also learned that she was a finalist for a job at Washington University. She accepted the Hodder Fellowship, and Washington University offered her a position starting the next year.

At Princeton, she took apart her thesis and "finished both halves as separate manuscripts. One is called *Louise in Love*; these are persona poems that have a kind of cohesiveness. The other became *The Downstream Extremity of the Isle of Swans*."

*Louise in Love* won the Alice Fay di Castagnola Award from the Poetry Society of America and was accepted for publication by Grove Press. In a competition, Mark Strand selected the other manuscript for the University of Georgia's Contemporary Poetry Series. Both books were published in 2001.

#### A RETURN TO ST. LOUIS

Bang joined the Washington University faculty in fall 2000 as an assistant professor.

"When I first came here," she says, "I spent a lot of time walking in Forest Park, and I realized that the park was the museum of my childhood. That meant the Saint Louis Art Museum was the museum of the museum of my childhood."

"I began to envision what it would be like if someone were trapped in a museum, much like that



children's book where two children get locked in the Met (E.L. Konigsburg's *From the Mixed-Up Files of Mrs. Basil E. Frankweiler*). I tried to imagine what it would be like for someone to be locked in a museum forever. What if the only possible escape was to enter a painting and have the experience that was represented in the painting, a day at the beach, for example."

The poems, which became *The Eye Like a Strange Balloon* (Grove Press, 2004), expanded to include other forms of art, including film, installation art, performance art, and photography. By arranging the poems chronologically, she began to see them as a history of art, "which in my mind also echoed the history of poetry, so that beginning with surrealism, we abandon the idea of representational art. The question is no longer how to make a tree look identical to the tree the eye sees but to try to move out of that to some idea of 'treeness.' Or some idea of an emotional landscape that is like a physical landscape."

For example, in "Three Trees" (Michael Van Hook, oil on canvas, 1998), she writes:

*The day is dragged here and there but still  
can't be saved. BAM. Immediately  
the next second clicks into the skyscape  
apocalypse. In the dust, a celluloid woman  
mows a multilayered lawn.  
The arch overhead reads, O Art  
Still Has Truth Take Refuge. Where? There.  
There, there, says someone.*

## TRAGEDY AND ELEGY

On June 21, 2004, Bang lost her 37-year-old son, Michael Donner Van Hook, who died from an overdose of prescription drugs. "As I was dealing with the emotional aftermath of that," she says, "I began to write poems as a way of doing many things: one, escaping a state of extreme suffering for a few minutes."

In time, the poems became *Elegy*. The pain is palpable, the language powerful. In the opening poem, "A Sonata for Four Hands," she writes:

*Sad sobbing day. Someone has seen you  
And says you were fine  
Just hours before you weren't.  
  
I say Come Back and you do  
Not do what I want.  
The train unrolls its track and sends its sound  
forward.  
  
The siren unrolls its sound and sends itself  
Forward. The first day of the last goes forward  
As the last summer you'll see.*

Bang had given herself a year after her son's death to write these poems. She says, "I could tell that if I didn't make myself stop, I would do it for the rest of my life. I worried that the act of writing was continually refreshing the grief."

A few days after June 21, 2005, she wrote the last poem. She put the manuscript aside, not knowing what to do with it. When magazine editors asked her for poems, she would send some and was surprised when they were accepted. Graywolf Press agreed to publish the collection, which was honored first with the 2005 Alice Fay di Castagnola Award from the Poetry Society of America for a manuscript-in-progress and then with the National Book Critics Circle Award.

Recently an interviewer from *Newsweek* asked Bang if she would ever consider writing a prose piece about grief. She says, "I couldn't because what would I say: 'I feel awful, I feel very awful, I feel very, very awful'?"

She says with a poem you can write it anew every time. "You can capture it in metaphor, in language, in torqued syntax, in shifting pronouns. In the end, of course, it's the same thing: 'I feel awful, I feel very awful, I feel very, very awful.'"

Having completed the poems that became *Elegy*, Bang believed she needed to write something completely different, or her poems would turn out to be elegies, even if she didn't mean them to be. After writing a poem called "C is for Cher," she started to write "abecedarian poems that begin with an alphabetical premise." That book, *The Bride of E*, will be published by Graywolf Press in fall 2009.

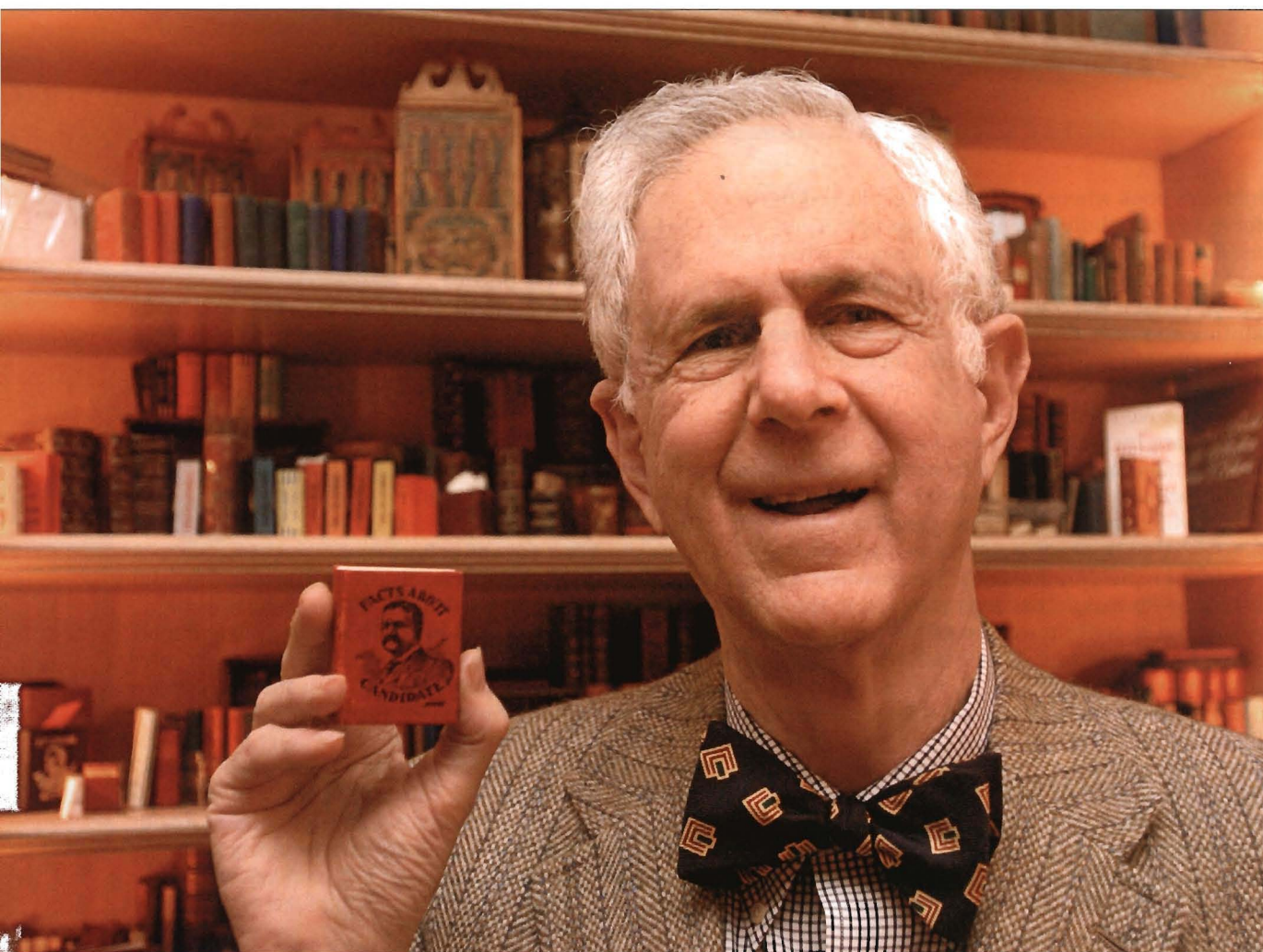
From the beginning, she has loved teaching. At the University, Bang teaches literature and writing to advanced undergraduates and M.F.A. students.

"I think my role is to point out their strengths and to help them find ways to realize their ambitions for the poem—at the same time, to respect that they might have a different aesthetic than I do," she says. "Given that, what kinds of suggestions can I make to help them open their minds to the possibilities? I enjoy them a great deal, and students respond very well to praise, so that's the fun part of my job." ■

Mary Ellen Benson is assistant vice chancellor and executive director of publications at the University.







Mary Burkus

Above: Julian Edison loaned the University Libraries some 200 of his miniature books for the exhibit, *Miniature Books: 4,000 Years of Tiny Treasures*. He is holding Byron Andrews' *Facts About the Candidate*, measuring 2 ¼ x 1 ¾ inches, which promoted the candidacy of Theodore Roosevelt for president.

**T**he year was 764 A.D., nearly 700 years before the Gutenberg Bible launched the era of printing in Europe. In Japan, Empress Shōtoku had just ascended to power, her kingdom still reeling from a deadly smallpox epidemic followed by political upheaval. To signal her gratitude for the end to these disasters, she had Buddhist prayers chiseled into wood blocks and printed on paper scrolls. These tiny scrolls, only 18 inches long and 2 ½ inches wide, were the world's first printed texts on paper.

From tiny cuneiform tablets created in 2,000 B.C., to Empress Shōtoku's scrolls, to a silicon chip featuring more than 180,000 words from the Bible, miniature books have intrigued people since written history began. Erin Davis, curator of rare books, glimpsed this excitement firsthand when the Department of Special Collections mounted its recent exhibit, *Miniature Books: 4,000 Years of Tiny Treasures*, just outside the department's offices in Olin Library.

"I don't remember when we have had so much student interest in an exhibition," says Davis. "We kept seeing students pointing and gesturing at the books, and sometimes they came back bringing parents or friends. We even found nose prints on the exhibit cases."

The astronomer Galileo wrote a letter in 1615 appealing for the peaceful coexistence of science and religion. It angered the Catholic Church, and eventually Galileo was placed on lifelong house arrest for his heresies. In 1896, an Italian printer reproduced this letter using special "fly's eye" type in a book



# SMALL Wonders

University Libraries hosted a big exhibit on miniature books, some 200 little gems provided by national council member and ardent collector Julian Edison.

BY CANDACE O'CONNOR



David Kilper

*that measured only 3/4 inch by 1/2 inch—the smallest book printed from movable type. This technical marvel, which nearly blinded the compositor, became the most famous miniature book in the world.*

Who can resist such wonders? Not Julian Edison, retired board chairman of Edison Brothers stores and an ardent bibliophile since the 1950s, who has one of the finest collections of miniature books in private hands. Years ago, his wife kindled his interest on their first anniversary, when she gave him a tiny nine-volume set of Shakespeare. This spring, he loaned the University some 200 of his books for the exhibit, which was previously shown at the Grolier Club in New York and at Harvard University, Edison's alma mater.

His collecting enthusiasm has led Edison, a member of the Washington University Libraries National Council since 2000 and winner of the 2008 Dean's Medal, to do some writing himself. In 2006, he and co-author Anne C. Bromer published a lavishly illustrated book, with the same title as the exhibit, which won first place as best-designed gift book at the 2008 New York Book Show. Edison also enjoys his longtime role as editor of *Miniature Book News*.

"In the collecting of anything, the chase is half the fun," says Edison, who snagged his first large group of miniature books in London in 1964. Since then, he has scoured flea markets around the world, contacted book dealers and producers, bid in auctions, and combed through antique shops to find additions.

*Charles Knowlton, a physician and freethinker, decided that Americans should know more about*

Above: "London Almanacks," dating from 1780 to 1875, displayed various bindery; this one measures 2 3/8 x 1 1/2 inches. Below: "The Infant's Library," by John Marshall (c. 1800), features 16 illustrated volumes, each measuring 2 1/2 x 2 inches.



David Kilper





David Kiper

(From left) Empress Shōtoku's Dharani scrolls are the oldest printed text on paper in the world (Japan, c. 770). Each measures 2 ½ x 18 inches. Piso's Pocket Book Almanac (The Piso Company; Pennsylvania) measures 2 x 1 ¾ inches; it was part of a series of advertising almanacs distributed by druggists claiming to cure ailments in the early 1900s. This version of the epic poem *Os Lusíadas*, by Luís Vaz de Camões (c. 1900), has a decorative gold filigree cover and measures 2 ½ x 2 inches.

contraception, so in 1832 he published a miniature book—*The Fruits of Philosophy: or The Private Companion of Young Married People*—describing family planning methods, in explicit detail. The book, which landed Knowlton in prison for three months, became the first American medical handbook on this scandalous new subject.

Sometimes books appeared in small format because they dealt with controversial issues. In 1863, Abraham Lincoln's full Emancipation Proclamation was first printed in book form in a 3-inch by 2 ⅞-inch format, so that Union soldiers and freed citizens could carry it easily in their pockets. During the 1930s, a series of tiny Nazi propaganda booklets were printed with strings attached so recipients could proclaim their loyalty by hanging them from their lapels.

To qualify as a miniature, a book must be no larger than 3 inches in height, with a smaller form—microminiatures—less than 1 inch tall and the smallest of all—ultraminiatures—less than ¼ inch high. They cover a vast range of themes: religious (such as gorgeously decorated illuminated manuscripts), classical (portable 17th-century editions of Cicero and Seneca), almanacs (a London almanac from 1736 with a fold-out engraving of the Thames), or political (1904 campaign propaganda promoting Theodore Roosevelt's presidential bid).

"Julian Edison's collection is fascinating on two fronts, one aesthetic and one social," says Shirley Baker, vice chancellor for scholarly resources and dean of University Libraries. "Almost everyone is fascinated by miniaturization: How much art and craft can go into how small an object? But these books also tell us much about society. What texts were important enough to carry on one's person?"

In 1800, London publisher John Marshall decided that parents were not the only ones who deserved the pleasure of a book-filled library. Small children should have their own: a painted wooden bookcase housing two shelves full of tiny books. They depicted the world's wonders: flowers and animals, letters and games, and a last volume on British history. Children were enthralled; the popularity of "The Infant's Library" led to editions in Latin, German, and French.

Children always have been a key audience for tiny books. Among the earliest miniatures designed for them were "thumb Bibles" containing biblical stories, sometimes in rhyming couplets. In the 16th and 17th centuries, London publisher Thomas Boreman printed 10 miniature books for children devoted to the city's monuments, including two Guildhall sculptures, Gog and Magog, which stood near Boreman's own bookstall.

Adults also have taken a childlike interest in miniature books, particularly those intended as novelty items. One publisher produced a photographic strip of images, each little more than an inch high, and fitted into a nutshell, as a keepsake for St. Louis visitors to the 1904 World's Fair. In 1988, a Mexican artist created a fluttery fold-out, *Monarch*, with pages shaped like butterfly wings.

"The collection covers such a broad span of time and yet is so compact. It encompasses novelty items and books on serious subjects—so many facets of book history," says Anne Posega, head of Special Collections at Olin Library.

In producing the binding for one 17th-century religious text, an Italian maker spared no expense. The book's covers, inside and out, are inset with enameled Nativity scenes against an opulent gold background. Eight emeralds adorn the corner rosettes, with two more gems on the figured gold clasps.

Along with their texts, miniature books may have glorious bindings, elegant printing, and lovely illustrations. One French publisher commissioned 20th-century artists Joan Miró, Pablo Picasso, and Georges Braque to illustrate several tiny volumes. How can Julian Edison possibly decide which he likes best?

"They are like my children and grandchildren," he says. "They are all my favorites." 📖

Candace O'Connor is a freelance writer based in St. Louis.



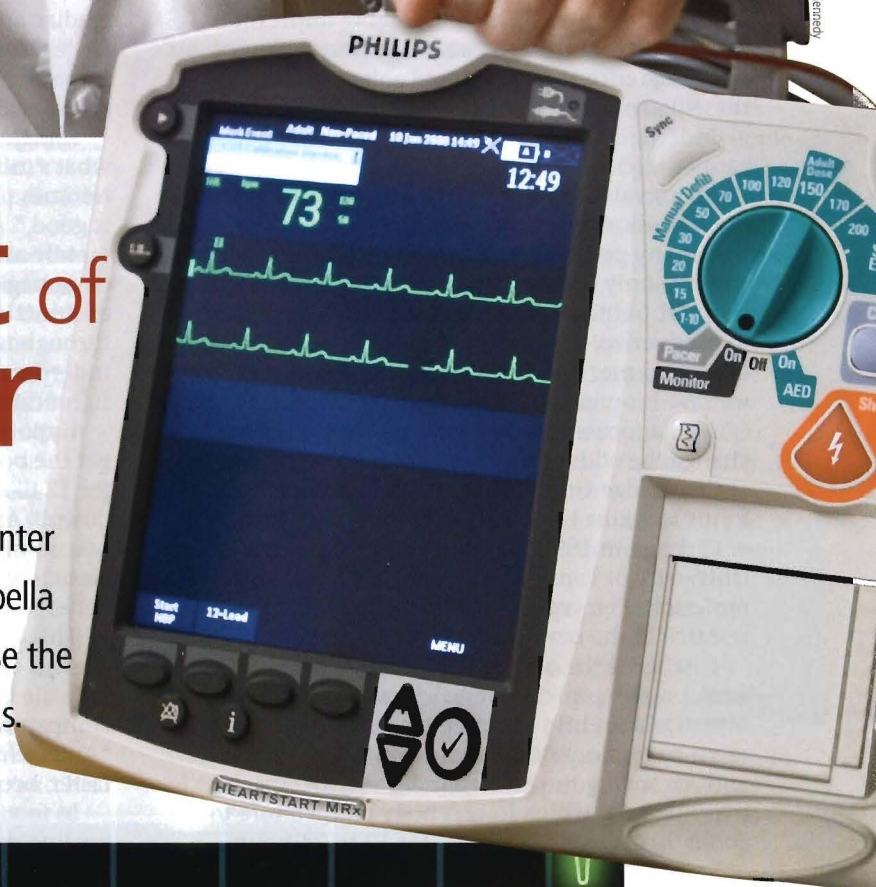
*Benjamin Abella, A.B. '92, who received an M.D. from Johns Hopkins University, is an assistant professor of emergency medicine at the University of Pennsylvania and directs clinical research at Penn's Center for Resuscitation Science.*

Miles Kennedy

# At the Heart of the Matter

At the University of Pennsylvania's Center for Resuscitation Science, Benjamin Abella researches using hypothermia to increase the survival rate of cardiac arrest victims.

BY BETSY ROGERS







Some 300,000 Americans die each year of cardiac arrest, the leading cause of death nationally. The survival rate is around 10 percent. Those who do survive require comprehensive evaluation and care, including imaging.



**A**s a young internal medicine resident at the University of Chicago Hospitals, Benjamin S. Abella found the experience of treating cardiac arrest patients filled with drama and disappointment. "Survival after cardiac arrest is very poor," Abella, A.B. '92, observes. "What made a big impression on me was that here we are in the very center of American critical care, yet we can't save a lot of these patients whose hearts stop suddenly."

Indeed, 300,000 Americans die each year of cardiac arrest, the leading cause of death nationally. The survival rate is around 10 percent. "So despite the television shows that would lead you to believe that many people are heroically saved," Abella says, "in fact, only 1 in 10 patients survives to leave the hospital. Yet those who do survive can go back to productive, active lives, and that's really what motivates me. And it makes me ask: 'Why can't we save more people?'"

Abella focuses on this question, working hard to change the odds. After completing a genetics degree at Cambridge University and medical training at Johns Hopkins University, he joined the University of Chicago in 1998. In 2006, Abella moved to the University of Pennsylvania, where he is assistant professor of emergency medicine and directs clinical research at the new Center for Resuscitation Science.

Changing the odds, for Abella, has involved work on two principal research tracks—pioneering investigations into the effectiveness and enhancement of cardio-pulmonary resuscitation (CPR), and advancing the understanding of therapeutic hypothermia, which lowers body temperature to about 90 degrees Fahrenheit for 12 to 24 hours.

Though chilling the body down might seem an unlikely way to save it, this counter-intuitive method is increasingly used in Europe and the United States, with convincing results. "Hypothermia is a very exciting area of research and medical care," Abella notes. "It's probably the most important new intervention for the care of cardiac arrest victims to come about in the last 50 years, since the invention of CPR and defibrillation. It's just that impressive. It can almost double the chances of survival and brain recovery in many cases."

A major risk for resuscitated cardiac arrest victims is what's called reperfusion injury, caused when blood flow resumes uncontrolled. "You would think that blood flow is good," Abella observes, "but if blood flow is returned rapidly after a period of no flow, it can trigger a number of damaging processes. The mitochondria become dysfunctional; you also can see massive inflammation throughout the body. This can lead to brain injury." Indeed, reperfusion injury is extremely dangerous and significantly increases the odds against survival.

Hypothermia mitigates reperfusion injury. "If you can get the body through this aberrant activity that occurs for 12 to 24 hours after reperfusion, things begin to settle down," Abella explains. "So if you cool somebody for 24 hours, it helps the patient weather this reperfusion injury cascade such that they have better brain survival and better survival overall."

Therapeutic hypothermia cools the body to 32 to 34 degrees Celsius by means of cooling pads and/or catheters into the bloodstream. "We've worked with a number of companies to develop cooling technologies," Abella says. "And we're developing new approaches to cool people faster, because we believe quicker is more effective."

In fact, he adds, his research seems to indicate that cooling during cardiac arrest itself might be the most



"Hypothermia is a very exciting area of research and medical care," Abella notes. "It's probably the most important new intervention

for the care of cardiac arrest victims to come about in the last 50 years, since the invention of CPR and defibrillation."



effective approach of all. "You may be able to get on top of the reperfusion injury as it develops," he muses. Thus another line of research focuses on cooling in ambulances. "There are a lot of technical hurdles," Abella says, "but pre-hospital cooling may be an important direction."

Therapeutic hypothermia essentially puts into practice a long-observed phenomenon. In ancient Greece, Hippocrates wrote of packing wounded soldiers in snow. One of Napoleon's surgeons observed that injured soldiers who were kept cold had higher survival rates than those kept close to the fire and given warm cognac. Media today occasionally carry astonishing stories of people surviving long intervals in icy water. Abella himself appeared in an ABC News feature about a man who survived an hour under water in a frozen Iowa lake.

"We don't completely know how it works," Abella acknowledges. "There are a number of ways it may work: It seems to slow metabolism, lessening the inflammatory response and brain swelling. It seems to improve function of mitochondria"—the energy powerhouses in cells, which can become wildly dysfunctional during reperfusion and release toxic compounds signaling cells to die.

These seeming mysteries have slowed hypothermia's adoption in the United States. "It makes people nervous," Abella admits. "We're actively involved in research to understand the basic science of hypothermia." He and his colleagues also are working to spread awareness about it and conducting research to refine the cooling process.

How CPR works, on the other hand, is no mystery, but Abella discovered that administering it successfully remains a challenge. His first venture in resuscitation research probed a previously unexamined issue: How well do certified people perform this vital function? He worked with a manufacturer to develop CPR sensing technology to measure both chest compression and ventilation. "We could literally record, almost like a flight data recorder, everything that was done during resuscitation," he explains. "We found, much to our dismay, that CPR performance was poor." In high-stress conditions, both CPR-trained laypeople

and medical personnel typically fail to compress the chest deeply or rapidly enough. These failures are another major factor in the long odds against cardiac arrest survival.

Thus Abella has worked to improve CPR training, particularly in developing equipment to simulate high-stress conditions during training, and to provide feedback about compression and ventilation to those performing CPR, signaling them to adjust if necessary.

"It's not that health-care professionals and bystanders don't want to do the right thing," Abella notes. "It's just that it's asking a lot of us humans to perform a highly technical task in a crisis mode."

Abella also wants to encourage many more laypeople to take CPR training. "Over two-thirds of patients who suddenly collapse of cardiac arrest receive no bystander CPR," he says. Because paramedic arrival can take five or six minutes or more, and survival drops by 10 to 15 percent per minute, training many more people in CPR offers hope of markedly changing those 9-to-1 odds.

Abella worked with the American Heart Association to develop a kit with which laypeople can teach themselves CPR. He has several students supervising community training programs. He works with community leaders to expand CPR training opportunities. Why not offer training in driver's license facilities, he wonders, where people often sit for a couple of hours with nothing to do? Why not make CPR training a requirement for high school graduation?

"CPR is a very low-cost intervention that can dramatically save lives," he says.

Saving lives after cardiac arrest has been Abella's consistent focus since his residency. For those unlucky victims whose hearts simply stop beating without warning, his efforts to enhance CPR and expand the use of therapeutic hypothermia hold promise of changing today's long odds against survival.

Betsy Rogers is a freelance writer based in Belleville, Illinois.







# Appreciating Antiques and Art

Alumna Helaine Fendelman turned a love for old things into a successful appraising business. Knowing the value of a trained eye, she also shares advice in her numerous books and feature columns.

BY KRISTIN TENNANT



Helaine Fendelman, A.B. '64, is an English-major-turned-"psychiatrist"-teacher-writer-celebrity-art historian. Her career is complex, varied, and, she says, perfect for her: Fendelman is an appraiser.

"I love my job," Fendelman says of the career she's been building for more than 30 years. "I'm a lay psychiatrist who gets to help people in times of stress, such as divorce, debt, or a death in the family. It's writing, psychology, and art appreciation all rolled up into one career."

Fendelman's love for her work stems directly from her love for people, antiques, and art. She credits these same loves for driving her significant success. She's the owner of Helaine Fendelman & Associates, a fine arts, antiques, and household property appraisal and sales firm in New York; is a past president of the Appraisers Association of America, Inc.; writes a feature column for the magazine *Country Living*; and is a syndicated columnist for Scripps Howard News Service. Fendelman also has written more than 14 books on antiques, decorative arts, and the appraisal profession, and co-hosts the PBS television program *Treasures in Your Attic*.

Although people have always been important to Fendelman, her love for "old things" did not develop until after college.

"When I was growing up in the '50s, nothing in my family's home was around for more than two weeks," she jokes. "People finally had a bit more money, and the focus was on buying new things."

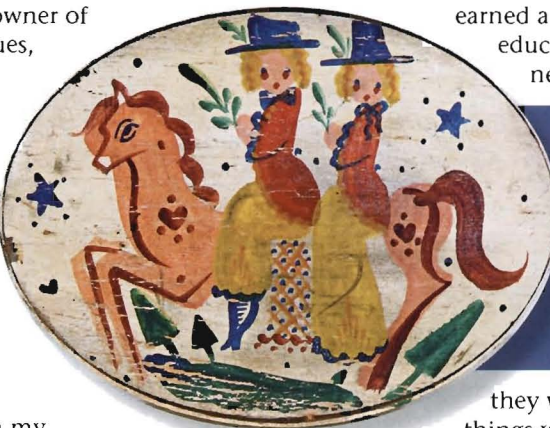
Later, as an English major and theater minor at Washington University, Fendelman took an art history course, but she confesses that her impulse was "to take naps when the lights were turned down for the slides."

After graduation, Fendelman worked as an English teacher for learning disabled children in the St. Louis suburb Ladue. In 1965, she and her new husband, Burton Fendelman, B.S.B.A. '60, J.D. '61, moved to New York City.

As they made a home for themselves there, it was the attraction to a bargain that sparked both Fendelmans' love for antiques. With little money and virtually nothing to put in their Bayside Queens apartment, the newlyweds began frequenting antiques shops and secondhand stores. One of the first treasures the young couple bought was a 1930s lighted globe on a stand.

"We just bought what we liked—what appealed to us and what we could afford," she says. "We weren't trying to be commercial entrepreneurs."

Eventually, Burt was hired as an attorney by the New York Stock Exchange, and Helaine earned a master's degree in education. Money wasn't necessarily tight, but



On their mantel, the Fendelmans display a mid-19th-century American pine oval box, which was painted in the middle part of the 20th century by Peter Hunt in Pennsylvania-style decoration.

they were hooked on things with a past.

"Not all people love old things,"

Fendelman says, "but for people who do, it's the story—the link to the past—to which they're drawn. It doesn't necessarily matter if the piece was grandma's or not. There's still a story, and it's one you add to when you buy the piece."

In 1968, with their apartment bursting at the seams and their patience with the Long Island Expressway wearing thin, the Fendelmans bought an 1870s three-story farmhouse in Scarsdale, New York. The house inspired a new collection; besides the seemingly endless square

Antiques appraiser Helaine Fendelman (left), A.B. '64, and her husband, Burton Fendelman, B.S.B.A. '60, J.D. '61, decorate their New York apartment with art deco furnishings.





Jennifer Weibord

In their New York apartment, the Fendelmans also display an early 20th-century American folk art toothbrush holder in the form of a standing man and an early 20th-century American art deco covered plastic box, known as Cleopatra's Manicure Set.



New York City, where she was responsible for “a lot of everything.” What had been a side career in antiques appraisals was stepped up a notch when St. Louis acquaintances Dick and Libby Kramer began organizing high-profile antiques shows around the country. They asked Fendelman to be their PR person for the well-known “Heart of Country” show in Nashville. It was a resounding success, and other shows were established in Philadelphia, Houston, and Indianapolis. Fendelman was right there, riding—and in many ways propelling—the wave of the shows’ popularity.

“I worked with Johnny and June Cash, and Martha Stewart before anyone had any idea who she was,” Fendelman says. “I also met Rachel Newman, who was the editor of *Country Living* at the time. I said, ‘You don’t have a what’s-it-worth column.’ She said, ‘Write it.’”

The time had come to leave the museum world, redirecting her energy into her appraisal business.

Fendelman says her ability to connect with people—combined with good doses of serendipity—has been the linchpin of her success. The people she meets along the way always seem to translate into new connections and opportunities down the road.

“A lot of my success was about perseverance and follow-through, which all stem from a Midwestern upbringing,” says Fendelman, who grew up in Evansville, Indiana. “I’m a sharer and a giver. Burt and I connect with people. We show that we’re interested and caring in a profession that isn’t usually that way.”

Although Fendelman jokes that she’s becoming an antique herself, she shows no signs of slowing down. In addition to a full schedule of upcoming appraisals, Fendelman is working on her next book, a second edition of *All About Appraising*. The family’s Scarsdale house was sold in 2002, and the Fendelmans now divide their time between a house on Sanibel Island, Florida, and their apartment in New York City. Two homes, of course, mean two distinct collections: the Florida house is filled with “1950s funky stuff,” while the New York apartment has “high-end art deco.”

“What’s so fun for me is making a room speak,” she says. “It’s like dressing yourself—you’re figuring out what you want to say. When you get a new piece, you decide how to fit that into what you already have.”

Her advice for buyers of antiques and art?

“The important thing is that you buy what you like and enjoy the items,” Fendelman says. “If they go up in value, you’re lucky, but if not, at least you have something you’ve enjoyed.”

footage of space they suddenly had, Fendelman says the 1920s golden oak furniture they had been collecting in Queens “didn’t look right” in the farmhouse. They began collecting 19th-century paint-decorated furniture and folk art, amassing a significant collection that was later auctioned at Sotheby’s in the early 1990s.

It was also in 1968 that the Fendelmans organized their first barn sale, turning their first profit in the antiques business.

“We had found a pair of chairs for \$25, and we turned around and sold them at the sale for \$90,” she says. “We thought we had died and gone to heaven, and that may have been the only profit we ever had.”

While buying and selling antiques is partly luck, learning the appraisal business and earning money in it are hard work.

“When I started, there were no classes or programs,” Fendelman says. “You just have to train your eye at antiques shows, dealers’ shops, and museums. You build an eye bank and a memory bank, so you have something to measure things up to.”

Gradually, Fendelman educated herself in every way she could, taking continuing education courses, reading stacks of books about antiques, and visiting as many sales and auctions as possible. Later, she started working toward a doctoral degree in American decorative arts at Boston University then continued her studies at the Winterthur graduate study program in Delaware.

While furthering her education in the 1970s, Fendelman also was busy mothering her two young sons and working at the American Folk Art Museum in

Kristin Tennant is a freelance writer based in Urbana, Illinois. She also is a writing instructor for MediaBistro and author of the blog [www.halfwaytonormal.com](http://www.halfwaytonormal.com).





Jennifer Westford

# Focused + on Message

At the helm of Makovsky + Company, alumnus Ken Makovsky is one of the country's leading communicators in specialty public relations.

BY C.B. ADAMS





Jennifer Webber

Ken Makovsky (left), A.B. '62, J.D. '65, confers with Travis Ferber, A.B. '07, assistant account executive, and Maggie Duquin, senior account executive, at Makovsky + Company.

## | X | S H A R E S ADVISORS

*Makovsky + Company created this logo for the New York-based financial services company, XShares Group, LLC.*



*This brochure is part of a full-scale campaign for ThinkQuest, which brings together learning and technology for students and educators.*

**W**hen Ken Makovsky describes his years at Washington University, his voice brightens, his cadence quickens, and his stories become more animated. As he describes being president of his social fraternity at age 19, he makes it sound as if it happened only a year or two ago—but he received his A.B. in 1962 and his J.D. in 1965.

"After I became president of the fraternity, I soon discovered it was close to bankruptcy," Makovsky says. "Trying to figure out a solution to that problem meant working with both the members of the house and the dean of students. I discovered the importance of management skills taking on that cause and developing a plan for making the chapter solvent."

### The making of a manager

The heart of his solution was both simple and effective: If you didn't pay your dues, you couldn't attend parties and other social events. And with this policy, it wasn't long before the fraternity's checkbook was balanced.

Makovsky's management skills are still evident today. In 1979, he founded Makovsky + Company, which is now among the 35 largest independent public relations agencies in the United States—and the 13th

largest in New York City. By the end of 2007, the firm earned nearly \$10 million in fees and employed 50 people. The firm achieved such success on Makovsky's pioneering philosophy to sell specialty services—health, technology, financial and professional services, investor relations, and branding and visual communications—rather than a more general menu of services. Makovsky + Company client engagements are a "who's who" of the world's corporate elite, including Johnson & Johnson, Booz & Co., Charles Schwab, Ernst & Young, American Express, Schering-Plough, Pfizer, and New York Life, among many others.

"When I started, offering specialized services was unusual. Now, most firms offer specialization," Makovsky says. "Within such a competitive marketplace, I chose certain sectors that I thought would be less crowded. And this decision has not limited us; it has worked out well."

### The making of a communicator

As an undergraduate, Makovsky made an unsuccessful run for Student Senate president. During the course of his





Makovsky + Company creates Web pages for many health services providers, including this one on challenging colon cancer for Quest Diagnostics.

campaign, the editor-in-chief of *Student Life* noticed his communication skills and his interest in on-campus and real-world issues. He asked Makovsky to write a regular advocacy column called "Point of View."

"He wanted me to take a point of view on a topic," Makovsky says. "I had never written anything other than papers for my classes, but I took it on and found I really enjoyed writing a column."

The editor submitted one of Makovsky's columns to a University of Missouri national journalism competition for college writing. It won first prize.

"That was an important validation of my writing ability, which I had previously questioned," he says. "I then started thinking that the most important thing for me was people and communicating on their behalf."

Makovsky still satisfies his urge to communicate. In 2006, he added an Online Fluency practice that provides services such as corporate blogging strategy and planning, employee blogging policies, blog monitoring, dialogue services, crisis management, and virtual media room. Makovsky began writing his own weekly blog, "my three cents," in 2006. His blog subjects span many aspects of communications; he recently covered such topics as the "language" of text messages, handling Internet rumors, and CEO relationships.

"My blog is there for more professional reasons than personal," he says. "I give my personal opinions, but it is less about me than about issues and rendering advice."

### The making of an advocate

The third seminal moment from Makovsky's years at Washington University was his decision not to practice law—while still attending the School of Law. "My interest in law started to wane as I realized I was more intrigued

with changing attitudes, rather than in the legal process," he says.

In the years since, his agency's client campaigns have affected audiences throughout the country and world. Topics include the aerosol industry's need to meet safety and environmental concerns, the drug to slow Lou Gehrig's disease (ALS) and others that fight cancer, the emergence of the new financial services organizations that offer integrated and international services, and public companies capitalizing on investment opportunities, among many others.

Makovsky also works as an advocate for more personal issues. He is a member of the Washington University National Council for Arts & Sciences. In 2001, he and his wife, Phyllis, endowed a scholarship in his mother's name: The Minnie Makovsky Scholarship Fund. In addition, he served on boards at the Postgraduate Center for Mental Health, the Swedish-American Chamber of Commerce—USA, and the American Jewish Committee, which gave him the Stanley M. Isaacs Human Relations Award for his work in building relationships with officials of more than 30 countries. He also provided generous support to the American Heart Association.

### The acknowledgment of a success

Makovsky has stated that Washington University was a laboratory that enabled him to combine strategy, networking, interpersonal skills, intellectual curiosity, sales, and management to achieve an enviable set of personal and professional successes. These successes have not gone unnoticed by others. The Public Relations Society of America's New York Chapter (PRSA-NY) awarded him with the 2007 John W. Hill Award, the chapter's most prestigious individual award for leadership in the practice of public relations, demonstration of the highest standards of ethical conduct, and service to the public.

In addition, several of his company's campaigns have won the industry's highest awards, including the Public Relations Society's Silver Anvil, Bronze Anvil, and Big Apple Award, IABC Gold Quill, and *Holmes Report* Sabre Award. And Makovsky + Company is frequently recognized by the trade media in a wide variety of categories, ranging from "Best to Work For" and "Most Admired by Peers" to "Top Business-to-Business," "Best Managed," "Top Investor Relations," and "Top Strategic Counseling" agencies.

"Being one of the best places to work means a lot to me because I believe that kind of reputation helps attract good people into the firm," Makovsky says. "Retaining our clients is very important to us, and so is retaining our employees. We are committed to servicing our clients well and treating our employees well, too." ☐

C.B. Adams is a freelance writer based in St. Louis.





Joe Angello

Lee Liberman, M.L.A. '94,  
Ph.D. '00 (honorary), Ph.D. '04,  
and Ann Liberman

## Champions of Great Causes

**A**t Commencement 2004, a few weeks before his 83rd birthday, Lee Liberman graduated with a doctorate in interdisciplinary studies from the Graduate School of Arts & Sciences. It was his third degree from Washington University in a decade, beginning with a master's degree in liberal arts in 1994 from University College, followed by an honorary doctorate of humanities in 2000.

For some people, this would cap a lifetime of achievement, but not for Lee. He remains involved at the University as a life trustee and former chairman of the University's Board of Trustees, and he continues to be active in civic affairs, although he recently retired from his last corporate directorship. A University trustee since 1975, he has contributed extraordinary leadership to the University's fundraising efforts. In



1994, he received the William Greenleaf Eliot Society's "Search" Award, and he currently serves on both the Art and the School of Medicine national councils.

He and his wife, Ann, have been widely recognized for dedication to their community. In 2002, the University presented them with the Jane and Whitney Harris Saint Louis Community Service Award. At the ceremony, Chancellor Emeritus William H. Danforth said, "Lee and his wife, Ann, exemplify the very best of the best community boosters we have in St. Louis. They are revered as civic leaders and champions of great causes."

Ann, a native of San Antonio, Texas, and University of Texas graduate, lived in several cities before settling in St. Louis. In each area, she followed the same pattern of involvement: "I did volunteer work as a way of learning about the local community," she says. In 1981, she was named a *St. Louis Globe-Democrat* Woman of Achievement—one of several notable honors the Libermans have received as individuals and together. Ann's successes in community projects led to her being recommended for Leadership St. Louis, a program designed to create a "network of dedicated leaders who will work to influence and guide the direction of change in the St. Louis community."

Lee received his chemical engineering degree from Yale University in 1942, intending to attend Stanford University Law School. After completing wartime service in the Army Air Corps, he took what he thought was a temporary job as an engineer at Laclede Gas in 1945. "I never made it to Stanford," he says, but he did scale Laclede's corporate ladder: serving as top executive for more than two decades until retiring in 1991.

When he began at Laclede, the company served St. Louis City only. "I started in the coke plant," Lee recalls. "We were not using much natural gas at that time. We were using coke gas, a byproduct of manufacturing coke. We also had a small electric facility. But we got rid of the electric business and, at the same time, bought St. Louis County Gas Company, which had been part of Union Electric." This was one of the first steps in expanding the company's service area.

Named president of Laclede Gas in 1970, Lee became CEO in 1974 and board chairman in 1976. He also became one of the movers and shakers in St. Louis community affairs. Besides serving on several corporate boards, Lee has been deeply involved in health care in the region as chairman of The Jewish Hospital; co-chairman of its successor, Barnes-Jewish Hospital; and a director of BJC HealthCare. He was also

co-chairman of the St. Louis Health Care Alliance, which established the St. Louis Regional Medical Center after the closure of St. Louis City Hospital. Lee has held leadership roles in a long list of cultural organizations and institutions as well, from the Arts & Education Council and the Boy Scouts to the Saint Louis Symphony Society and the Saint Louis Zoo. He was a moving force behind the creation of the zoo's private foundation and of ARCHS (Area Resources for Community and Human Services).

He now sits on the board of Forest Park Forever. He says, "My wife, Ann, was involved, and I told her I found the project interesting." In 2001, he was named president. Lee, who grew up near the park, says, "We have to maintain the glory of what we've restored."

Lee was the man his peers turned to whenever an organization needed help. For his efforts, he was named 1986 St. Louis Man of the Year and 1990 St. Louis Variety Club Man of the Year. He received the Right Arm of St. Louis Award from the Regional Commerce and Growth Association in 1991 and the Coro Foundation's John Poelker Public Service Award in 1997.

Ann Liberman's community involvement has been equally wide-ranging. "The organizations and boards I serve on are a reflection of my personal interests," she says. She has served the Missouri Historical Society, the Saint Louis Art Museum, the Opera Theatre of St. Louis, the Missouri Arts Council, and the St. Louis Public Library Foundation, among others. She was the first president of St. Martha's Hall, a shelter for abused women and their children. She was named Variety Club Woman of the Year in 1986.

"I became involved with Washington University because of Lee," Ann says. "The University is a visionary place, forward-looking but with great respect for the past." As charter member of the Architecture National Council, she pursued her interest in building design. During a visit to the Arkansas governor's mansion, she became intrigued by regional architecture. After visiting many governors' residences, she decided to write *Governors' Mansions of the Midwest*, which was published by University of Missouri Press in 2004. Her latest book, *Governors' Mansions of the South*, came out this year.

The Libermans are Life Fellows of the Eliot Society and members of The Danforth Circle. Chancellor Mark S. Wrighton has praised the couple for their "remarkable generosity, compassion, and dedication. They exemplify the best qualities of service to their fellow citizens," he says. —John W. Hansford



# Countdown to Commencement

## Seniors celebrate their last days at Washington U.

**A**fter years of late-night cram sessions, countless hours in class, and challenging exams, seniors counted down the final 40 days until graduation. Each year the Alumni Association sponsors a series of activities to bid seniors a fond and fun farewell.

The celebration started April 9 with a gathering at Alumni House. Seniors participated in the Senior Transition Series, which included sessions on how to cook and manage personal finances. The senior class also hosted several events, including a float trip and the Chancellor's Dinner.

Graduates of the Class of 2008 are now the newest Washington University alumni. Congratulations! The Alumni Association is here to serve all alumni, and every alum is encouraged to stay connected to the University community. To learn more, visit the Alumni Association Web site at [alumni.wustl.edu](http://alumni.wustl.edu).



Photographic Services

Seniors enjoyed the Chancellor's Dinner on Tuesday, May 13, at America's Center in downtown St. Louis.



Photographic Services

Graduates celebrated their transition from students to alumni at Commencement on Friday, May 16.



# enancement



## Taking the Classroom on the Road

### ALUMNI ASSOCIATION OFFERS CLASSES WITHOUT QUIZZES

Many of the nation's top teachers and researchers are members of the Washington University faculty. They firmly plant the seeds of curiosity in their students. And that curiosity does not vanish once students graduate but stays with them throughout their lives. That's why the Alumni Association offers exciting opportunities to learn from faculty right in our graduates' own backyards.

Classes Without Quizzes, which has become one of the most popular of the Washington University Club events, brings some of the University's leading faculty to cities across the country. Alumni and friends can attend lectures on a variety of stimulating topics.

- Garrett Duncan, associate professor of education, African & African American studies, and American culture studies, provided a thorough introduction to the docent-led tour of *And We Shall Rise*, an exhibit at the Charles H. Wright Museum of African-American History in Detroit.
- John Hoal, associate professor of architecture, traveled to Houston to explain his firm's plans to help rebuild portions of hurricane-ravished New Orleans.
- James T. Little, the Donald Danforth, Jr. Distinguished Professor of Business at the Olin Business School, presented "They Might be Giants: China and India Challenge the West" to alumni and friends in Los Angeles.

## Reunion 2008

### Attendance, Giving Reach Record Numbers

Reunion 2008 was a great celebration thanks to record-breaking participation by 12 classes of undergraduate alumni. More than 1,700 alumni and friends converged on the Danforth Campus for Thurtene Weekend Reunion in April and Reunion Weekend in May. During Thurtene, 951 young alumni showed their class spirit—about 330 more than Reunion 2007. And the participation did not stop there.

As of June 30, 2008, gifts and pledges from alumni totaled \$22 million, exceeding last year by a whopping \$13.7 million. The 45th Reunion Class of 1963 and the 50th Reunion Class of 1958 were recognized for the highest increase in participation. This marks only the second time two classes have tied for the coveted award.

Many thanks to all those who helped make Reunion 2008 one for the record books.



**W**e want to hear about recent promotions, honors, appointments, travels, marriages (please report marriages after the fact), and births, so we can keep your classmates informed about important changes in your lives.

Entries may take up to three issues after submission to appear in the Magazine; they are published in the order in which they are received.

## ALUMNI CODES

AR Architecture	GL Grad. Law	MT Manual Training
BU Business	GM Grad. Medicine	NU Nursing
DE Dentistry	GN Grad. Nursing	OT Occupa. Therapy
EN Engineering	GR Grad. Arts & Sciences	PT Physical Therapy
FA Art	HA Health Care Admin.	SI Sever Institute
GA Grad. Architecture	HS House Staff	SU Sever Inst. Undergrad.
GB Grad. Business	LA Arts & Sciences	SW Social Work
GD Grad. Dentistry	LW Law	TI Tech. & Info. Mgmt.
GF Grad. Art	MD Medicine	UC University College

Please send news to:

**ClassMates**  
Washington University  
in St. Louis  
Campus Box 1086  
One Brookings Drive  
St. Louis, MO 63130-4899

Fax (314) 935-8533

E-mail [wustlimgclassmates@wustl.edu](mailto:wustlimgclassmates@wustl.edu)

If you also want your news to appear in your school's publication, please send your news directly to that publication.

**30**s

**John M. "Jack" Pickering**, LA 38, retired from book publishing and lives in Albuquerque, N.M. He has two sons and two grandchildren.

**40**s

**Vernon C. Pohlmann**, LA 41, GR 47, GR 55, was inducted into the Hall of Fame in the College of Arts and Sciences at Illinois State University. He is professor emeritus of sociology at Illinois State University and a member of the College of Arts and Sciences Emeritus Faculty Advisory Board.

**Doris (Millner) Kaplan**, EN 49, currently lives in Longboat Key, Fla., where she is very active in her community. She is enjoying wonderful health and a happy family of three sons and nine grandchildren.

**50**s

**Judith Saul Stix**, LA 52, published *Woman/Years*, a collection of 1,234 poems. Her other recent publication includes *Bessie Lowenhaupt from Life*, the biography of a St. Louis painter.

**Walter J. Levy**, SW 56, received the Humanitarian Award from his undergraduate alma mater, Hendrix College in Conway, Ark. His four articles, "My Daughters in the Bible," were published in 2006 and 2007 in *The Israel Philatelist*.

**Ronald K. McGregor**, MD 58, is a retired anesthesiologist. He is an auctioneer for both charitable and fundraising causes.

**Wayne F. Schlosser**, FA 58, received national and local awards for his 25 years of crime prevention and neighborhood watch leadership. He was presented with the National Sheriff's Association award and the City of Belleville award for creating the first neighborhood watch program in 1983. Over the years, he has helped organize 19 watch groups in three states. Schlosser has received two Illinois Governor's awards for "Significant Contributions to the Field of Crime Prevention." He also directed a 23-state monthly awareness program working with the National Center for Missing and Exploited Children. In 2006, he coordinated a federal grant program to purchase 50 bulletproof vests for officers in the Belleville Police Department.

**Robert Dannenbrink**, AR 59, was inducted into the American Institute of Certified Planners' College of Fellows. He is being named a fellow for individual achievement in the planning profession. As an urban designer, Dannenbrink has made major contributions toward shaping the built form of California's planned urban developments.

**60**s

**Susan (Gore) Ahmad**, OT 64, OT 99, received the University of Southern Indiana's 2007

Sydney and Sadelle Berger Faculty Community Service Award for her work at the Vanderburgh Correctional Center assisting the work-release participants with positive life skills.

**Manon Cleary**, FA 64, and her artwork were recently featured in *The Figure Revealed: Contemporary American Figurative Paintings and Drawings*, an exhibit at the Kalamazoo Institute of Arts. The exhibit contained 50 works by 25 of the leading American figurative artists of the past three decades.

**Floyd Flowers**, SW 64, had the honor of having the family service agency that he directed for 13 years named for him. The Floyd Flowers Family Service Agency is located in DeKalb, Ill. Flowers took over as director in 1967 and turned the struggling agency into a place that serves nearly 4,000 people each year and houses five program departments. He launched the Meals on Wheels program, opened a senior center, established the Homemaker Service for providing in-home care, and introduced the Big Brothers Big Sisters program to the community.

**Joshua Grossman**, MD 65, published his review of Columbia Professor Robert Klitzman's *When Doctors Become Patients* in the April 2008 issue of *Tennessee Medicine*.

**Barry A. Wiedenkiller**, FA 66, has been living in Asia (India, Nepal, and Thailand) for 18 years. He is the president and CEO of Piton Communications Co., Ltd., founded in 2002. Piton provides public relations services for many companies with offices or business in Thailand and is a member of the American Chamber of Commerce in Bangkok. Wiedenkiller lives in a suburb of Bangkok. His artwork recently has been limited to collage and multimedia.

**James R. Shannahan**, LA 67, has retired from his position as senior information systems auditor with the City of Milwaukee and is moving to Michigan.

**Daniel M. Freeman**, LA 68, was named academic director for public law for the Washington Semester Program at American University.

**Houston A. Stebbins**, LA 68, was elected mayor of the Village of Tuxedo Park, N.Y., in June 2007. Stebbins will serve in this full-time volunteer position until June 2009. He hopes eventually to teach high school English or math.

**Harvey Wallace**, BU 68, was chosen as managing member of Brown Smith Wallace, LLC, the sixth largest accounting firm in St. Louis. Wallace co-founded the firm in 1973.

**70**s

**Patrick T. Callaway**, LW 70, is a self-employed attorney. He recently began working out of his home as a possible transition to retirement. He now has three grandchildren: Kyle, 10, Kaitlyn, 4, and Colling, 16 months.

**Evann Dreiling Richards**, FA 70, was promoted to full professor at St. Louis Community College. She is program coordinator for graphic communications at the Forest Park campus. She lives in Pacific, Mo., and also operates a horse boarding and lesson barn. For the past 33 years, she has been married to **Randall Richards**, FA 77.

**Allen E. Wagner**, LA 70, GR 73, GR 78, published a book titled *Good Order and Safety: A History of the St. Louis Metropolitan Police Department, 1861-1960*. Wagner is associate professor emeritus of criminology and criminal justice at the University of Missouri-St. Louis. He worked for the St. Louis Police Department for 20 years as patrolman and sergeant.

**Reginald M. Beal**, GB 71, retired in May 2007 after 13 years as an associate professor of management in the School of Business & Industry at Florida A&M University. He also taught entrepreneurship and management courses for six years at the University of Wisconsin-Whitewater and authored several scholarly articles. In addition, he founded and managed two retail businesses, served as general manager of two firms, and was a design automation liaison for IBM. He has three children and three grandchildren. Beal recently wrote his debut novel, *Zeus: The Avenger*, and established a publishing company with the assistance of his wife, Sherryl Diane. Web sites: [www.matchtal.com](http://www.matchtal.com) and [www.reginaldbeal.com](http://www.reginaldbeal.com)

**Joe Madison**, LA 71, received the Freedom of Speech Award from *Talkers* magazine. He is the host of a talk radio show and a longtime Washington, D.C.-based activist. He recently joined XM Satellite Radio. He broadcasts live each weekday from 6 a.m. to 10 a.m. ET from XM's Washington, D.C., studios on The Power (XM Channel 169), the only national radio channel exclusively dedicated to African-American talk programming.

**Sanford V. Teplitzky**, LA 71, was named among the top health-care attorneys in *Chambers USA's* 2008 ranking of law firms and lawyers. Teplitzky is group chair of Oberkaler's health law group in Baltimore. The group was tied for first place in state



# Around Campus

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rankings in Maryland and occupies the No. 2 spot in rankings for Washington, D.C.

**Robert McBride**, GB 72, is a member of the board of directors of IntraLinks, Inc., a New York-based software-as-a-service company that provides online workspaces for secure document exchange. He will serve as chairman of the audit committee of the IntraLinks board.

**Paula V. Smith**, UC 72, and **Verna (Green) Smith**, GR 61, were named 2008 Women of Achievement. The award recognizes outstanding women who have made a significant difference in the St. Louis region through exceptional volunteer service and exemplary leadership. Paula was honored for her social responsibility, and Verna was honored for being an education advocate.

**Albert Ip**, EN 73, is a managing director of private investment at Merrill Lynch (Asia Pacific).

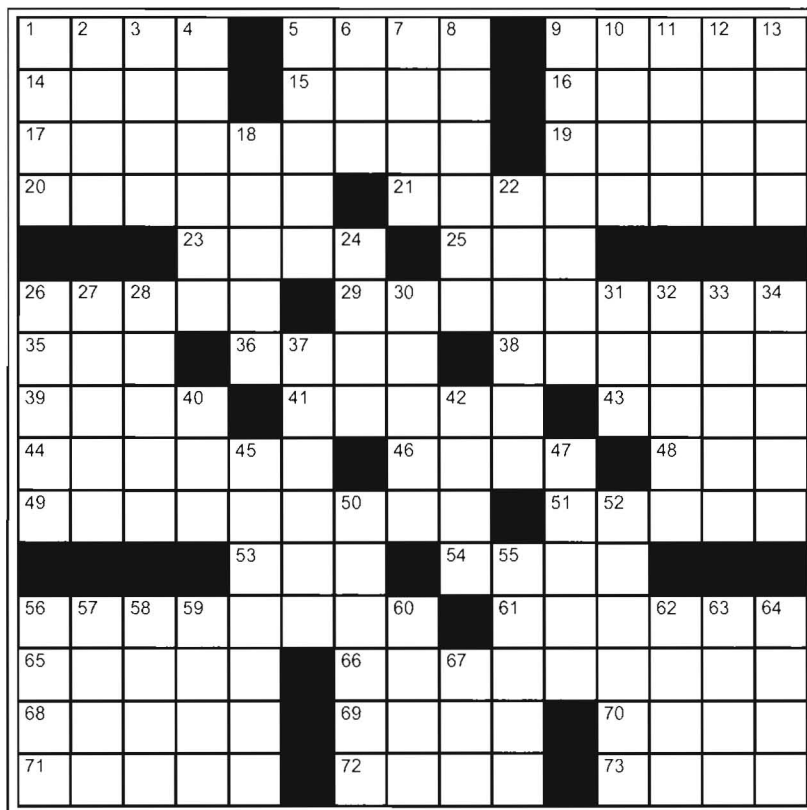
**Marjorie (Mandel) Kruvand**, LA 73, received a Ph.D. from the Missouri School of Journalism at the University of Missouri. She is an assistant professor in the School of Communication at Loyola University in Chicago.

**Clara E. Rodriguez**, GR 73, is the author of *Heroes, Lovers, and Others: The Story of Latinos in Hollywood*. The book has been published in paperback by Oxford University Press.

**Michael C. Shatken**, LA 73, GA 75, is a partner and co-founder of KSS Architects, which celebrates its 25th anniversary this year. KSS specializes in the design of academic, commercial/industrial, corporate, municipal, interior design, and sustainable projects. To commemorate its anniversary, KSS gave back to the community with a firm-wide volunteer effort with Habitat for Humanity in summer 2008. Web site: kssarchitects.com

**Richard A. Simon**, LA 73, is assistant superintendent for curriculum and instruction in the Cold Spring Harbor Central School District in Cold Spring Harbor, N.Y. He previously was principal of the Wheatley School in Old Westbury, N.Y.

**Barbara Dunn**, FA 75, was inducted into the International Interior Design Association's (IIDA) College of Fellows on June 8, 2008. Dunn is partner/principal with Gensler in Los Angeles and has designed environments for corporations, financial firms, entertainment companies, professional service firms, and law firms. She has received numerous awards, including Southern California's Calibre Award, an Institute of Business Designers national design award,



## ACROSS

1. Chills and fever
5. Smile widely
9. Driving maneuver
14. ABC series
15. Jason's ship
16. Bind anew
17. Track that surrounds Francis Field
19. Pulses
20. Thoroughfare
21. Goes over again—and again
23. Org. for space cases?
25. Tiny amount
26. One hall that houses the School of Engineering
29. Garden dedicated to Ibbey Danforth
35. Suffix for pay or cray
36. Tailor's line
38. Gulley
39. Irritate
41. Jewish cleric
43. Ailing
44. Type of rug
46. \_\_\_ of Sandwich
48. \_\_\_ House, dorm on the South 40
49. Hall that's the home of the Architecture, Art, and Urban Design programs

51. Ford flop in '50s
53. Current automotive category
54. Loafer, e.g.
56. House that is the chancellor's residence
61. Actress Lansbury
65. Typical
66. One of the halls for chemistry
68. Type of cycle
69. Workshop gripper
70. Issue
71. Trite
72. Historic periods
73. Home of the Teaching and Writing centers

## DOWN

1. Priestly vestments
2. Joint problem
3. "Back in the \_\_\_"
4. Alkene gas
5. Thai currency units
6. Poetic preposition
7. Lab gel
8. Restrained
9. Hall of Energy, Environmental, and Chemical Engineering
10. Casual tops
11. Bryce Canyon locale
12. "\_\_\_ of passage"
13. Loch or Eliot follower
18. A long time
22. Some people are full of it
24. Simple rhyme scheme
26. Alphabetizes, e.g.
27. \_\_\_ House, dorm on the South 40
28. Prize
30. Deep brown pigment
31. Four Monopoly properties: Abbr.
32. Thwarts
33. School, in French
34. Hayseed
37. Greek god of darkness; Son of Chaos
40. Prefix with dermis
42. Grocery holders
45. Stored, like some missiles
47. Sierra \_\_\_
50. Develop
52. B.A., M.A., or LL.B.
55. Hellish place
56. House that's a dorm on the South 40
57. Continent
58. Small guy in the litter
59. It may be stolen
60. Film genre
62. Austen heroine
63. Put down, as a wager
64. Picnic pests
67. Our country: Abbr.



a DOC Award, and fellowship with the College of Law Practice Management. Featured in the *Los Angeles Business Journal*, *Interior Design* magazine, *Contract* magazine, and the *Wall Street Journal*, Dunn is president-elect of the Southern California Chapter of IIDA.

**Kate Mattes**, SW 75, is the owner of Kate's Mystery Books in Cambridge, Mass. The Mystery Writers of America presented Mattes and her store with the 2008 Raven Award. The Raven recognizes outstanding achievement in the mystery field outside the realm of creative writing. Mattes was honored with the Raven due to her tireless efforts in advancing the genre of mystery fiction. Kate's Mystery Books is celebrating its 25th anniversary this year. Mattes is a founding member of the National Chapter of Sisters in Crime and the Independent Mystery Booksellers Association.

**James Robertson**, LW 75, is a Distinguished Faculty Scholar at Minnesota State University in Mankato. He has been a sociology and corrections faculty member since 1980 and has authored 50 articles on prisoners' rights. Robertson serves as editor-in-chief of the *Criminal Law Bulletin*, a scholarly journal, and is a contributing editor of *Criminal Justice Review*.

**Bill Sternheim**, LA 75, completed his 22nd year of practice in hematology and oncology in Palm Beach County, Fla. He lives in Boca Raton with his wife, Lori, who practices radiology, and their three children: David, Gillian, and Andi. David is a freshman at the University.

**Stephen Yablon**, LA 75, principal of Stephen Yablon Architect, based in New York City, received an Award for Outstanding Design from *American School and University Magazine* for the design of Columbia University's Department of Industrial Engineering and Operations Research. The firm created an energetic hi-tech environment for this academic department, with the centerpiece being a vibrant 74-person lecture hall with superb acoustics and state-of-the-art audiovisual technology.

**Larry Moore**, LW 76, had his digital movie, *Somerville*, premiere at the University of Memphis. His research paper, "The World Trade Center Disaster: How Terrorist Airline Attacks Can Affect the Legal, Economic, and Financial Conditions of Airlines Under the Montreal Liability Agreement," was published in the *Brigham Young Journal of International Law and Management Review*. Moore was interviewed by several forms of media, including *The New*

*York Times*, the Spanish News Network, and the BBC, and his comments on society and politics were covered by more than 400 major news outlets throughout the United States. His black history game, "Black Progress," was a major exhibit at the FedEx Diversity Program held at the FedEx World Headquarters, and the video will be shown at all FedEx offices worldwide.

**Cheryl (Winchell) Hirsch-Ginsberg**, LA 77, is a professor in the Department of Laboratory Medicine in the Division of Pathology and Laboratory Medicine at U.T.M.D. Anderson Cancer Center. She also achieved the rank of first-degree black belt in Kuk Sool Won, the Korean National Martial Arts System.

**Gordon Kanofsky**, LA 77, is the CEO and vice chairman of the board of Ameristar Casinos, Inc., which owns casino properties throughout the United States, including its flagship property in St. Charles, Mo. Kanofsky's daughter, Jill, is a freshman at the University.

**David Edelman**, LA 78, is the executive director of the New York City Gay Men's Chorus.

**Karen (Gold) Holt**, LA 78, is a Medicaid service coordinator at Summit Educational Resources, a nonprofit agency in Buffalo, N.Y., that assists developmentally delayed children. She and her husband, Jonathan, have two children: Alex, 17, and Sari, 15. Both kids are on the Williamsonville East High School Masterminds team, which won the New York State State Championship in June 2008. Alex had the highest total points scored in matches in all of New York State.

**Frances R. Reidy**, LA 78, is on sabbatical from college teaching. Since 1993, she has had 10 poetry fellowships and 5-10 publications for poems. Reidy has 10 nieces and nephews and one dog.

**Paula M. Young**, LA 78, LW 82, was granted tenure at the Appalachian School of Law, where she is an associate professor of law. She published a law review article in the summer 2008 issue of *Disciplinary Bodies*, titled "A Connecticut Mediator in a Kangaroo Court?: Successfully Communicating the 'Authorized Practice of Mediation' Paradigm to 'Unauthorized Practice of Law.'"

**Melissa A. Jacoby**, FA 79, has published her debut novel, titled *Life After Genius*, under the name M. Ann Jacoby. She also has a 20-year career designing book jackets and covers.

**Lizette Smith-Bonner**, LA 79, GR 82, was promoted to director of clinical programs at

Our Little Haven. Smith-Bonner now oversees five clinical and service programs to children and families at Our Little Haven, including the child residential program, outpatient psychological services, parenting program, therapeutic preschool, and contracted case management.

**80s**

**Arnold Grant**, LA 80, is a partner in the tax, benefits, and wealth planning group at Reed Smith LLP, one of the 15 largest law firms in the world. Grant works in the firm's Chicago office.

**Cynthia Klein-Banai**, LA 80, was appointed interim associate chancellor for sustainability at the University of Illinois, Chicago. She is responsible for implementing recommendations made by the Chancellor's Task Force on Campus Sustainability in December 2007. She also is a doctoral candidate in environmental and occupational health sciences at UIC. She resides in Chicago with her husband, Effie, and her daughters, Sara, 12, and Alona Banai, LA 06, who is completing her master's degree at Northwestern. Klein-Banai has another daughter who is an engineering student at Cornell.

**Anwar Basha**, SW 81, is the general manager of human resources at Multinationa, an Australian-based company.

**Steven M. Pogwizd**, MD 81, HS 89, is the first holder of the Featheringill Endowed Professorship in Cardiac Arrhythmia Research at the University of Alabama at Birmingham.

**Nancy (Hoag) Gallagher**, UC 82, UC 82, is looking forward to early retirement this year. She plans on traveling and spending time with her daughter, Jaye, and her granddaughter, Chloe, 3. Gallagher and four generations of her family live in the San Francisco Bay Area/Marin County.

**Deni Ann Gereighty**, LA 82, has been battling cancer for six years. She moved back to Louisiana from Seattle. She has 15 books in the works. E-mail: antigone01@juno.com

**Kathleen McLeod**, LW 82, is the associate dean of library and information services and an associate professor of law at Elon Law School.

**Kandie (Moore) Carson**, LA 83, is the assistant secretary, officer, and lead counsel for Nationwide Mutual Insurance Company in the special products division. She resides in Westfield Center, Ohio, with her husband, Benjamin, and their children:

Kelsie, 19, Joshua, 19, Rachel, 17, Kaitlyn, 17, and Matthew, 14. Kandie volunteers for Governor Strickland's Save the Dream program, which provides pro bono legal services and defense for low-income homeowners facing potential mortgage foreclosure. She has been active in several different positions with the Ohio State Bar Association and the Summit County Bar Association. For 10 years, she served as a volunteer court mediator for the Summit County Common Pleas Court. Kandie is a published industry author, including Harris Martin's *COLUMN* journal, and a recognized industry speaker for numerous national and state continuing legal education conventions and seminars. E-mail: KandieCarson@aol.com

**David D. Levine**, LA 83, published *Space Magic*, a collection of his science fiction and fantasy short stories. It includes the Hugo-winning "TkTk'Tk" and 14 others, including one never before published. Web site: www.wheatlandpress.com

**Janette Meyer**, LA 83, is a realtor with The Group, Inc., in Fort Collins, Colo. She received Gold status by Quality Service Certified (QSC) in recognition of her exceptional customer service. She also was named to the "Best in Business 2007" Honor Roll by QSC. Meyer ranked in the top 1 percent of more than 20,000 real estate professionals in North America. E-mail: jmeyer@thegroupinc.com

**Elizabeth A. Squires**, LA 84, relocated to Minnetonka, Minn. She is the Russian translator/editor for *The Current Digest of the Post-Soviet Press*, which is published by East View Information Services. The weekly journal was founded in 1949 and is a collection of articles translated from major Russian newspapers.

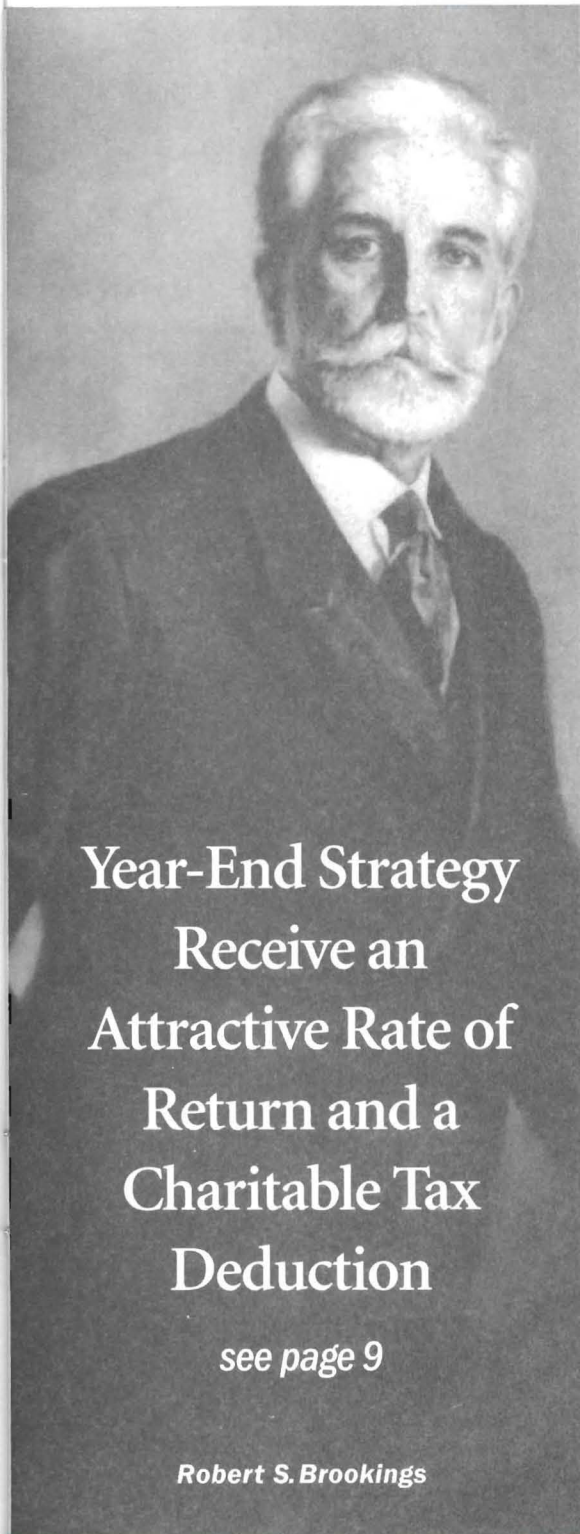
**Juan F. Arratia**, SI 85, received the 2006 Presidential Award for Excellence in Science, Mathematics, and Engineering Mentoring in a ceremony at the White House on Nov. 16, 2008. Arratia is executive director of the Student Research Development Center in the Ana G. Mendez University System. He resides in San Juan, Puerto Rico, with his wife, **Bensa Vera**, GR 83, GR 85, GR 98.

**Clem Hamilton**, GR 85, is president of the Holden Arboretum outside of Cleveland. E-mail: chamilton@holdenarb.org

**Mark S. Shaker**, HA 85, is president and CEO of Good Samaritan Hospital in Dayton, Ohio.

**David C. Wasz** is president of B.L. Downey Company, LLC





Year-End Strategy  
Receive an  
Attractive Rate of  
Return and a  
Charitable Tax  
Deduction

*see page 9*

*Robert S. Brookings*



**Year-End Strategy  
Receive an  
Attractive Rate of  
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Charitable Tax  
Deduction**

*see page 9*



**Recognizing the Importance of Planned Gifts  
Washington University in St. Louis**



## WASHINGTON PROFILE

Joseph Ganem, Ph.D. '89

# Becoming More Money-Savvy

**"D**eceptive numbers are used to promote a dizzying array of goods and services ... and are highly effective in getting people to make poor buying decisions," says Joseph Ganem, Ph.D. '89. Ganem's growing awareness of marketing techniques designed to mislead consumers prompted him to write a book, *The Two-Headed Quarter: How to See Through Deceptive Numbers and Save Money on Everything You Buy*, published in 2007.

Ganem, a physics professor at Loyola College in Maryland, became interested in advertising trickery when he stopped to read the fine print on some of the credit card offers that routinely arrived in his mailbox. "Teaser rates such as 1.9 percent were displayed prominently on the outer envelope, but when I factored in all the transaction fees described in the fine print, it would have cost about the same as paying interest on a current credit card balance," he says.

The use of deceptive numbers extends to many different facets of American consumerism and personal finance, including shopping for goods and services, investing and borrowing money, and even gambling.

"Numbers are a perfect vehicle for marketers to make statements that are true, but misleading," says Ganem. "It's not that consumers aren't smart, but they can be misled unless they understand the context surrounding the numbers given in a promising-looking deal."

Automobile rebates offer one example of numbers deception. If

the price tag on a new car is \$34,000 and the dealer offers a \$4,000 "rebate" to those who pay in cash, the car actually costs \$30,000. For those who can't pay cash, the dealer will offer "0% financing" on the \$34,000 price—so the consumer is effectively paying a \$4,000 finance charge on a \$30,000 car.

Ganem's book has gotten positive reviews in the media and is finding an audience with adults who either want to become more money-savvy themselves or would like to arm their kids with financial knowledge and



Joseph Ganem educates consumers on how to become more money-savvy with his book, *The Two-Headed Quarter*.

a healthy dose of skepticism before they venture out on their own.

When asked how all of this number crunching relates to physics, Ganem says, "Well, besides being a consumer myself, I'm very comfortable with numbers because of my background in science."

As a doctoral student in physics at Washington University, Ganem conducted research on nuclear magnetic resonance (NMR). Since 1994, he has been a member of the faculty of Loyola College of Maryland. Ganem has authored numerous scientific papers in the fields of laser development and magnetic resonance, and he was recently promoted to a full professor.

For now, Ganem has no plans to write any other books. Although he enjoyed writing this one, the process took close to three years because he could only set aside an hour or so every day for writing. In addition to his work and a busy family life with his wife, Sharon, and their three teenagers, Ganem plays piano and is an expert at correspondence chess.

How did Ganem choose the unusual title—*The Two-Headed Quarter*—for his book? He says, "A theme of the chapter on financial planning is to avoid wishful thinking. As a cautionary tale, I recount the discovery of a two-headed quarter in my sister's pocket change. We hoped it might be rare and valuable, but it was a common magician's prop accidentally put into circulation."

"I thought the trick quarter was a useful metaphor for the themes in this book because it was designed to deceive by presenting a false choice to the audience—like so many of the consumer choices we all face every day."

To learn more about Ganem's book, visit [www.TheTwoHeadedQuarter.com](http://www.TheTwoHeadedQuarter.com). —Lisa Cary

in Chicago. The company is one of the largest powder coating and e-coat companies under one roof in the United States. E-mail: [dwasz@bldowney.com](mailto:dwasz@bldowney.com)

**Diane L. White**, LA 86, and Joe L. Clayton were married on Sept. 15, 2007. The couple resides in Inglewood, Calif. White is in charge of the choir at the 8,000-member Faithful Central Bible Church. She also continues to travel extensively as a composer, conductor, and performer. Clayton is a percussionist who has recorded and/or toured with Marvin Gaye, Barry White, the Jackson Five, O.C. Smith, and Aretha Franklin.

**Lori (Barnett) Brunsman**, LA 87, and her husband, **David Brunsman**, EN 87, announce the birth of Dominic Jacob on May 15, 2008. He joins seven siblings: Karen, 22, Kristine, 18, Kelly, 12, Luke, 11, Zane, 8, Eleanor, 6, and Jason, 4. The family resides in Occoquan, Va. E-mail: [brunsman@verizon.net](mailto:brunsman@verizon.net)

**Heshmat Mortazavi**, DE 87, was promoted to the rank of captain in the U.S. Public Health Service, Indian Health Service Branch. He is currently chief dental officer at Gallup Indian Medical Center in Gallup, N.M.

**Deborah L. Esayan**, GB 88, is co-president of Emmis Interactive, Inc., which helps broadcast companies and publishers reinvent their brands.

**Sophie Huang**, LA 88, and her husband, Uwe Ketelsen, have a son, Julian.

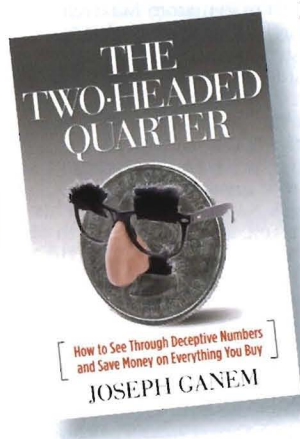
**Jordan Brown**, LA 89, was named chairman and CEO of MarketWise Advisors, LLC, an investment banking firm in Ponte Vedra Beach, Fla.

90s

**Brian K. Herrin**, LA 90, was appointed controller of Brooklyn Academy of Music, one of the nation's most acclaimed performing arts centers that presents and produces progressive dance, theater, and film for New York audiences.

**Erick Wolfmeyer**, FA 90, makes and sells quilts. Web site: [www.ewolfmeyerquilts.com](http://www.ewolfmeyerquilts.com)

**Gretchen Cowman**, EN 91, is an environmental engineer with the Indian Health Service on the Navajo Reservation. She is constructing public water systems for communities that lack this essential service. Cowman has become the local expert on arsenic and is working to remove this naturally occurring contaminant from several community water systems. She also is volunteering





with the nonprofit Water for People as a technical consultant on a water quality project in Honduras. E-mail: gcowman@hotmail.com

**Charles D. Harris**, LA 91, is pursuing a doctorate in political science at Southern Illinois University–Carbondale. He has been awarded a Fulbright Fellowship to Romania for the 2008–2009 academic year. He will be serving as a Fulbright English Teaching Assistant at Lucian Blaga University, helping Romanian students improve their English language skills and knowledge of the United States. In addition, Harris will research the democratization process that is currently taking place in Romania.

**Michael A. McClure**, LA 91, and **Ursula Emery-McClure**, LA 92, were awarded the 2008–2009 Gorham P. Stevens Rome Prize of Architecture by the American Academy of Rome. Their proposal to the academy, titled “Terra Viscus: Hybrid Tectonic Precedent,” will develop their research practice in Southern Louisiana, an environment they define as the “terra viscus.” Michael and Ursula are principals of emerymcclure architecture in Lafayette, La. Michael is an associate professor at the University of Louisiana–Lafayette, and Ursula is an associate professor at the LSU School of Architecture. The award includes a fellowship to study at the American Academy in Rome for 11 months. They will go with their daughter, Ada Annadora, 5. Web site: [www.emerymcclure.com](http://www.emerymcclure.com)

**Betsy (Mitchell) Mencher**, LA 91, and her husband, Andrew, announce the birth of Nicholas Matthew on March 30, 2008. He joins big sisters, Julia, 7, and Eliza, 4. The family resides in the Washington, D.C., area, where Betsy has a private practice as a clinical psychologist. E-mail: [Bmencher@comcast.net](mailto:Bmencher@comcast.net)

**Erika Bruce**, LA 92, and her husband, Gary Moskowitz, announce the birth of Sarah Alexandra on June 13, 2008. She joins big brother, Zachary Louis, 21 months. Erika continues to run her own law practice in Dallas in affiliation with Glast, Phillips & Murray, PC. She was selected as a Texas Lawyers Rising Star for the past two years.

**Alisa Gaunder**, LA 92, LA 92, published her first book, *Political Reform in Japan: Leadership Looming Large*, with Routledge Press in spring 2007. She received tenure and was promoted to associate professor of political science at Southwestern University in Georgetown, Texas, in May 2008.

**Khadem Yusuf**, EN 92, has

moved back to Bangladesh after 17 years in the United States. He is the head of engineering at Nokia Siemens Networks.

**Danielle (Zeitlen) Hughes**, FA 94, and **Cynthia (Martinez) Lyons**, FA 94, had their company, Baby Fish Mouth, profiled in the July 2008 issue of *Redbook* magazine. Baby Fish Mouth, known for its funny and cool baby T-shirts, offers several items with witty takes on famous movie lines. All shirts come packaged in a signature movie popcorn box. Baby Fish Mouth has received accolades on Celebrity Baby Blog, The Daily Stroll, What’s Hot for Tots, and more. Web site: [www.bfmwear.com](http://www.bfmwear.com)

**Tami (Kachel) McNeela**, LA 94, and her husband, **Andrew McNeela**, LA 95, announce the birth of Madeline Elizabeth on April 17, 2008. She joins big brother, Gabriel, 3.

**Otis T. Gordon**, LA 95, and Nikki Aubrey Caparino Pepino were married on June 14, 2008, in Davao City, Mindanao, Philippines. The couple resides in Pine Bluff, Ark., where Otis has a private practice in gastroenterology and Nikki is a physical therapist.

**Jason Komitau**, LA 95, and his wife, Jamie, announce the birth of triplets, Jacob Matthew, Benjamin Drew, and Zachary Nathan, on March 14, 2008. The family resides in the Cleveland-area, where Jason is a family practice physician at Cleveland Clinic Foundation.

**Jamie Gray Light**, LA 95, is the national president of Alpha Epsilon Phi, a national sorority. She lives in Beachwood, Ohio, with her husband, **Benjamin Light**, LA 94, and their daughter, Hannah, 4.

**Cynthia Lovinger**, LA 95, is an associate at Kramer Levin Naftalis & Frankel LLP, a law firm in New York. She works in the land use department, practicing litigation and eminent domain.

**David E. Versel**, LA 95, lives in Biddeford, Maine, with his wife, Jennie Aranovitch, and their children: Josiah, 4, and Eva, 1. David is the director of development and marketing for the North Dam Mill, a major urban redevelopment project in Biddeford. Web site: [www.northdammill.com](http://www.northdammill.com)

**Jason Bailin**, BU 96, recently started Whipped & Beaten Culinary Works, Inc. The company produces and markets a series of humorous cookbooks. He still holds his day job as an institutional investment consultant. E-mail: [jason.bailin@bitchcooks.com](mailto:jason.bailin@bitchcooks.com)

**Pun Bandhu**, LA 96, is the partner and founder of ZenDog Productions. He is a Tony Award winner for producing *Glengarry*

*Glen Ross* in 2005 and *Spring Awakening* in 2007. *Spring Awakening* also won Drama Desk, Outer Critics Circle, Lucille Lortel, Drama League, and New York Drama Critics Circle awards for Best Musical. Named one of the next generation of Broadway Producers by the New York Musical Theatre Festival, Bandhu received the Star of Asia award from the Austin, Texas, Asian Chamber of Commerce. He has had supporting roles as an actor in the Academy Award-nominated film, *Michael Clayton*, as well as the upcoming Coen Brothers’ film *Burn After Reading*.

**Lisa (Friedman) Fuller**, LA 96, and her husband, Josh, announce the birth of Alexa Bailey on Dec. 21, 2007. She joins big sister, Mandy Danielle, 2. The family resides in Miami, where Lisa is a clinical psychologist in private practice. E-mail: [friedlis@hotmail.com](mailto:friedlis@hotmail.com)

**Amy (White) Gilman**, SW 96, is a school social worker in Iowa.

**Mario Harding**, HA 96, achieved fellow status in the American College of Health-care Executives. He is an administrator at Denver Health, the Rocky Mountain Region’s Level 1 academic trauma center and the safety net hospital for the Denver area.

**Cara (Pollock) Mattison**, LA 96, and her husband, **Allen Mattison**, LA 96, announce the birth of Benjamin Maxwell on March 19, 2008. He joins big sister, Rachel, 2. The family resides in Potomac, Md., where Cara works at Marriott International in organizational design. Allen is a lawyer in Washington, D.C., representing nonprofit organizations.

**Mark Satsky**, BU 96, and his wife, Elana, announce the birth of Brett Austin on May 1, 2008. He joins big sister, Ava. The family resides in Atlanta, where Mark is an investment banker with Morgan Keegan.

**Megan (Guy) Scruggs**, BU 96, and her husband, Daniel, announce the birth of Caden Daniel on Sept. 19, 2007. He joins siblings Connell, 4, and Maeve, 3. The family resides in Atlanta.

**Denie (Robinson) Sidney**, LA 96, SW 98, got married in November 2007 and relocated to a suburb of Tampa, Fla.

**Andria (Lard) Simckes**, LW 96, is running for the office of state treasurer of Missouri. If elected, she would be the first African-American state-wide elected official in the history of Missouri.

**Nimrod “Rod” Chapel, Jr.**, and his wife, Denise, announce

the birth of Nimrod T. Chapel III on April 14, 2008.

**Michelle Cororve Fingeret**, LA 97, and her husband, Jeremy, announce the birth of Hailey Simone on April 21, 2008. She joins big brother, Zachary, 3. The family resides in Houston, where Michelle is an assistant professor in the Department of Behavioral Science at M.D. Anderson Cancer Center.

**Wendy (Crystal) Pawlak**, LA 97, and her husband, **Chris Pawlak**, EN 97, announce the birth of Ella Samantha on Feb. 12, 2008. The family resides in Fox Point, Wis., where Chris is a software engineer and Wendy is an elementary school teacher.

**Rob Persaud**, BU 97, LA 97, and his wife, Alison, announce the birth of Finn Jagger on May 24, 2008. He joins big sister, Harlowe Frances, 18 months. The family resides in the West Loop of Chicago.

**Aimee Zaiger Sprung**, LA 97, and her husband, Eric, announce the birth of Noah Benjamin on May 24, 2008. He joins big brother, Alex, 3. The family resides in Newton, Mass.

**Timothy G. Stueve**, LW 97, is an administrative law judge with the Social Security Administration in Grand Rapids, Mich.

**Kathryn E. Townsend**, GR 97, GR 04, accepted a tenure-track position as an assistant professor of anatomy at Arizona College of Osteopathic Medicine at Midwestern University in Glendale, Ariz. She continues to collect mammal fossils in Utah and work on South American fossil mammal paleoecological studies that she began during her postdoctoral work at Case Western Reserve University School of Medicine in Cleveland.

**Rohini Bajaj**, LA 98, LA 98, and her husband, Rushi Mehta, announce the birth of Sehej on May 29, 2008. He joins big sister, Semaya, 2. The family resides in Dallas, where Rohini and Rushi practice dentistry.

**Ellen (Rugen) Ewing**, LA 98, and her husband, Alex, announce the birth of Evan Alexander on Jan. 23, 2007. He joins big sister, Kate, 4. The family resides in St. Louis where Alex is an engineer for Boeing and Ellen is a stay-at-home mom. E-mail: [teamewing@sbcglobal.net](mailto:teamewing@sbcglobal.net)

**Michele (Ries) Nevitt**, BU 98, and her husband, Jon, announce the birth of Charlotte Anne on March 24, 2008. The family resides in New York, where Michele is the executive beauty director at *Real Simple* magazine and Jon is a product marketing manager at Google.

**Jason E. Portnof**, LA 98, and Courtney Gross were married on



## WASHINGTON PROFILE

Sarah "Sally" Dolemba, A.B. '05

# Fashioning a Career in Costume Design

While many people remember the movie *Titanic* for its tragic love story, Sarah "Sally" Dolemba, A.B. '05 (drama), remembers the film for its costumes and its historical importance. After viewing the movie, Dolemba first realized she could make a career out of her interest in historical garments. "It was the first time I had been blown away by the costume design in a film," she says. "I watched documentaries on the making of the film. Attention was paid to every detail, down to the last bead on Kate Winslet's dress."

An apprentice at Tirelli Costumi in Rome, Dolemba always has been interested in the history behind clothing. "The study of historical garments is important because it tells the story of the evolution of fashion," she says. "To understand fashion, you need to know it structurally from the inside out. You need to understand how a garment is made if you're going to design a costume for the stage that is supposed to represent a certain historical period."

After graduating from Washington University, Dolemba worked at the Indiana Repertory Theatre in Indianapolis making hats, dyeing fabric, and working on accessories. She then was employed by the Opera Theatre of St. Louis, where she served as assistant to one of the drapers (people who make the patterns for costumes). Through this position, she met an Italian costume designer who helped her make contacts at Tirelli.

A Fulbright Scholarship led to her apprenticeship at the Italian costume shop. Her job involves working in a film laboratory, studying in Tirelli's private historical garment collection, and assisting in the main costume shops. In the film laboratory, she gained some needed experience. "It was a great opportunity for me, as I met important people in the film industry," says Dolemba.

While studying Tirelli's private historical garment collection, she drew, took notes and measurements, and conducted photo documentation. "This collection is enormous, and I am very fortunate to have access to these delicate historical garments," says Dolemba.

Film, theatre, and opera costumes are designed and created in Tirelli's main costume shops. "There doesn't seem to be a day at Tirelli when a notable costume designer doesn't come through the shop,"



Sally Dolemba documents historical garments, such as this early-20th-century coat, during her apprenticeship at Tirelli Costumi in Rome.

she says. "When I am not doing my own personal research in the garment collection, my apprenticeship includes fabric dyeing, embroidering, fabric manipulation, sewing, and fabric painting. Outside of Tirelli, I also conduct my own research on Italian fashion history and the history of Italian costume design at various museums, libraries, and archives in Rome, Florence, and Sicily."

During her time in Italy, Dolemba has seen several interesting costumes. "Some of the more noteworthy costumes include clothing worn by members of the Medici family in Florence," she says. "They date from around 1562 and were exhumed from their graves and pieced back together."

After her Fulbright apprenticeship is over this year, Dolemba plans to return to the United States to pursue a master of fine arts degree in costume design. She dreams of being a costume designer in the future, possibly for films and documentaries.

"I have a particular interest in period work, so I would love to pursue a job that would require a lot of historical research," she says. "For my apprenticeship, I have researched 19th-century New Orleans and studied the lives of the poets Lord Byron and Percy Shelley. I'm constantly studying and learning, which I love."

Her years at Washington University gave her a lot of design experience—"an opportunity that is not available for many undergraduates," says Dolemba. "The individual attention that I received was key to my development as an artist and a historian. While carrying out historical garment research in England with a Bemis Travel Scholarship, I found my niche, and I've been pursuing ways to exercise my niche ever since."

—Blair Leible Garwitz

June 14, 2008, in Bridgehampton, N.Y. The wedding party and guests included many University alumni. The couple resides in Australia, where Jason is a fellow in the Department of Plastic and Maxillofacial Surgery at Royal Children's Hospital of Melbourne. Courtney teaches children with high-functioning autism and Asperger's syndrome. Jason graduated from Nova Southeastern University College of Dental Medicine in 2002 and Weill Cornell Medical College in 2006. He completed a residency in oral and maxillofacial surgery at New York Presbyterian Hospital. His book, *First Aid for the NBDE Part 2*, was published by McGraw Hill Medical in 2008.

**Amy Schnitzer**, LA 98, and Sean F. Pearson were married on June 14, 2008, in New York City. The wedding guests included many University alumni. The couple resides in Manhattan, where Amy is a marketing executive for the Estée Lauder Companies and Sean is a senior technical director with Turner.

**Gale W. Starkey**, GR 98, has joined Spencer Fane Britt and Browne LLP, a St. Louis law firm, as a member of its intellectual property group, where he will focus on life sciences. Starkey is the first non-attorney employed by the firm who will serve clients in a consulting capacity.

**Nathan Tyson**, LA 98, received an E.D.D. in educational administration from Saint Louis University.

**Robert Winer**, BU 98, and Rebecca Epstein were married on April 12, 2008, in Coconut Grove, Fla. The wedding party and guests included many University alumni. The couple resides in West Palm Beach, Fla. Robert is vice president/senior underwriter for the ComVest Group, a private investment firm.

**Shannon (Lyons) Green**, LA 99, and her husband, Walter, announce the birth of Kimsey Noelle on March 23, 2008. The family resides in College Park, Md., where Shannon is the fisheries ecosystem coordinator for the Chesapeake Bay with Maryland Sea Grant and Walter is a principal attorney with Daniels & Green.

**Sara (Schildkraut) Harris**, LA 99, and her husband, Scott, announce the birth of Millie Hadassah on April 29, 2008. The family resides in New York City. E-mail: sarajillharris@gmail.com

**Dana (Rosenfeld) Levinson**, BU 99, and her husband, Daniel, announce the birth of Mira Jordan on Jan. 16, 2008. The family resides in Minneapolis.

**Claire E. Najim**, LA 99, and her husband, Matthew P. Smelley,



## CLASSMATES

announce the birth of Katherine Leila Alexandra Smelley on Feb. 8, 2008. The family resides in Chicago. Claire is a pediatrician at Children's Memorial Hospital, and Matthew is a cardiologist at the University of Chicago Hospitals.

**Kevin Prunty**, BU 99, and his wife, Kelly, announce the birth of Henry James on March 29, 2008. He joins big brother, Jack William, 16 months. The family resides in St. Louis, where Kevin is a senior vice president at Southwest Bank.

**Carrie Silver-Stock**, SW 99, won the 2008 Benjamin Franklin Award for the Best First Book in the juvenile nonfiction category and an independent award from Independent Publisher for the nonfiction juvenile category. Her book, *The Powder Box Secrets: 7 Tips to Help Teen Girls Achieve Success*, focuses on sharing seven secret tips to help teen girls overcome some of the issues that affect them most.

**Traci Sooter**, GA 99, SI 00, received the Golden Hammer Award from Habitat for Humanity, the highest award given to volunteers. Sooter worked on a committee to raise about \$50,000 to help build the Drury University Sustainable Habitat House. Her students developed the concept of the sustainable house and built the home with help from the rest of the university and the community. Sooter served as project manager. She is an associate

professor of architecture at Drury University in Springfield, Mo.



**Holly Williams Leppo**, GA 00, is a partner and vice president of SMB&R, Inc., an architecture, structural engineering, and interior design firm in Camp Hill, Pa. She recently co-authored a series of preparatory materials for ARE 4.0 (Architect Registration Exam) and served as contributing editor for study guides for the LEED Accredited Professional exam, all published by Professional Publications, Inc. of Belmont, Calif. Holly and her husband, Shawn, announce the birth of Benjamin Wade on April 8, 2008. He joins big brother, Samuel Wythe, 4. Their son, Nathaniel Williams, is deceased.

**Michael Moehn**, GB 00, is senior vice president of corporate planning and business risk management at Ameren. Moehn resides in Alton, Ill., with his wife, Lisa, and their two children.

**Sarah (Schultze) Pollock**, BU 00, and her husband, **Beau Pollock**, BU 99, announce the birth of Marin Reid on March 25, 2008. She joins big brother, Bryce. The family resides in Houston.

**Allison Scharf**, LA 00, LW 07, and **Josh Glickman**, LW 07, were married on April 6, 2008. The couple resides in Miami Beach.

**Jason H. Thomas**, LA 00, and his wife, Pearilya, announce the birth of Jonathan David on May 14, 2008. The family resides in Atlanta.

**Hallie (Freedman) Grodin**, LA 01, and her husband, **Rick Grodin**, LA 00, announce the birth of Jack Ethan on May 2, 2008. The family resides in New York City.

**Leah Levison**, BU 01, and Scott Mittelman were married on Jan. 20, 2008. The wedding party and guests included many University alumni. The couple resides in New York City, where Leah works in advertising and Scott is pursuing an M.B.A. at New York University.

**Linda Luo**, LA 01, has left management consulting and started a business focusing on Chinese contemporary art.

**Emily (Jones) Quinn**, LA 01, and her husband, Jason, announce the birth of Zoe Ariella on April 27, 2008. Emily received an M.F.A. in choreography from the University of North Carolina in summer 2008.

**Shiri (Pinsberg) Vogel**, LA 01, and her husband, **Adam Vogel**, LA 00, announce the birth of Joshua Daniel on Feb. 2, 2008. Shiri recently completed her doctorate in psychology, and Adam received an M.B.A. from NYU. The family resides in Brooklyn, N.Y.

**Deanne Bell**, EN 02, is a cast member on the Discovery Channel show *Smash Lab*.

**Grant M. Ecker**, EN 02, is pursuing an M.B.A. part time from the Carlson School of Management at the University of Minnesota.

**Farhan A. Irshad**, LA 02, is continuing his residency in ophthalmology at Tulane University.

**Jessica Kumar**, FA 02, LA 02, received a doctorate of osteopathic medicine from A.T. Still University's Kirksville College of Osteopathic Medicine in Kirksville, Mo. She also earned a master's of public health from ATSU's School of Health Management. Kumar began a four-year combined internal medicine/pediatrics residency at Albany Medical College in Albany, N.Y., in July 2008.

**Chava Mandell**, LA 02, and Eric Riemer were married on March 9, 2008. The couple resides in Pittsburgh, where Chava works in outreach and program funding and development at Jewish Family and Children's Service.

**Suzanne C. Bishop**, LA 03, was accepted to graduate school at Southern Illinois University-Edwardsville in the school psychology program.

**Carlos R. Bolden**, EN 03, and his wife, **Nicole (Stewart)**

**Bolden**, BU 03, moved to Durham, N.C., where Carlos is an ob/gyn resident at Duke and Nicole is a middle-school mathematics teacher at McDougall Middle School in Chapel Hill.

**Rebecca (Belzer) Elias-Bachrach**, LA 03, and her husband, **Ari Elias-Bachrach**, EN 03, announce the birth of Aliza Tamar on March 2, 2008. Rebecca graduated from the University of Pennsylvania School of Medicine and is a pediatrics resident. Ari continues to work in the IT security field.

**Sean Leather**, EN 03, EN 03, is attending Utrecht University in the Netherlands. He is pursuing a Ph.D. in computer science.

**Gabe Moskoff**, BU 03, is a hip hop DJ in St. Louis. He also runs a nonprofit organization tutoring the youth about hip hop culture.

**Phil Valko**, LA 03, founded a community creativity nonprofit in Old North St. Louis called The Urban Studio. Web site: [www.theurbanstudio.org](http://www.theurbanstudio.org)

**Marisa Wegrzyn**, LA 03, is a resident playwright at Chicago Dramatists. Her play, *Ten Cent Night*, was chosen for production by Chicago Dramatists as one of the three best new plays. *Ten Cent Night* will run from Sept. 18 to Oct. 26, 2008.

**Timothy L. Williamson**, LA 03, and his wife, Christina, announce the birth of Theodore Boone and Catherine Eleanor on Jan. 10, 2008.

**Amber Brueggemann**, LA 04, and **Jason Taylor**, EN 03, were married in St. Louis on Feb. 16, 2008. The couple resides in Canton, Ga., where Jason works as a design engineer and Amber is completing her school psychology doctoral internship.

**Todd Galbierz**, GB 04, is vice president for administrative services at St. Charles Community College in St. Charles, Mo.

**Anne Michael Jordan**, LA 04, and **Edward Sustman**, LA 04, were married on April 19, 2008, in Grace United Methodist Church in St. Louis. The wedding guests included many University alumni. The couple resides in Atlanta, where they are renovating their house and working for architecture firms.

**Hope Karnes**, EN 04, and **Will Nicely**, EN 04, were married on Oct. 20, 2007, in Kansas City. The couple resides in Kansas City, where Hope is pursuing a combined M.D./Ph.D. degree and Will is a plant engineer for Bayer Corp.

**Rebecca Kriss**, LA 04, graduated from Rush Medical School in Chicago in June 2008. She is a pediatric resident at

### Around Campus

ANSWERS TO PUZZLE ON PAGE 39

1	A	2	G	3	U	4	E		5	B	6	E	7	A	8	M		9	U	10	T	11	U	12	R	13	N
14	L	O	S	T					15	A	R	G	O					16	R	E	T	I	E				
17	B	U	S	H	18	Y	H	E	A	D								19	B	E	A	T	S				
20	S	T	R	E	E	T			21	R	E	H	A	S	H	E	S										
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26	S	27	E	28	V	E	R		29	B	U	T	T	E	R	31	R	F	L	32	Y						
35	O	L	A			36	S	37	E	A	M			38	A	R	R	O	Y	O							
39	R	I	L	E			40		41	R	A	B	42	B	I		43	S	I	C	K						
44	T	O	U	P	E	E			45			46	E	A	R	47			48	L	E	E					
49	S	T	E	I	N	B	E	R	G				50			51	E	D	S	E	L						
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56	H	57	A	58	R	59	B	I	S	O	N		60		61	A	N	G	62	E	L	A		63		64	
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68	R	I	N	S	E					69	V	I	S	E				70	E	M	I	T					
71	D	A	T	E	D					72	E	R	A	S				73	E	A	D	S					



## WASHINGTON PROFILE

Graham Wright, B.S.E.E. '84

# Saving the Environment with Solar Energy

**G**raham Wright, B.S.E.E. '84, has been drawn to science for as long as he can remember. Majoring in electrical engineering at Washington University, he continued his studies at the University of Illinois, earning both a master's degree in 1987 and a doctorate in 1993. He focused on electrostatics, the study of low-frequency electric fields, and was involved with printer imaging technology.

He had pursued his studies based on his interests rather than their marketability, but they also turned out to be a good vocational choice. In 1996 he went to work in research and development for Kodak and its subsidiary, NexPress, at Kodak's world headquarters in Rochester, New York.

Though he liked his work at Kodak, it simply did not fulfill a meaningful purpose for him. While at Washington University, he recalls, he had taken a course in technology and society. "We talked about what purpose engineering was supposed to serve. It is supposed to be for using scientific knowledge for solving society's problems."

The terrorist attacks on September 11, 2001, increased his desire to use his talents for a greater social purpose. He decided that before he reached his 10th anniversary at Kodak, he would make "a clean break" and find a more meaningful path for his life and career.

Wright looked for job opportunities through VISTA (Volunteers in Service to America, which is part of AmeriCorps), a program through which volunteers make a year-long, full-time commitment to work on a specific project at a nonprofit organization. He already knew his desired focus; his efforts designing a solar car for the GM SunRayce '95 with a team at the University of Illinois and his readings about global warming and oil depletion made him decide to use his training to help the environment.

Through VISTA, he found Rural Renewable Energy Alliance (RREAL), a grassroots organization in Pine River, Minnesota, which works to make solar energy affordable to low-income families. Wright's application to volunteer with RREAL was accepted in 2006. He sold his house in Rochester, gave up his salary for a stipend, and headed to Minnesota.

Wright worked with RREAL from November 2006 to November 2007 on a

Inova Fairfax Hospital in Falls Church, Va.

**Joshua Deitch**, LA 05, writes for seamheads.com, a baseball Web site. He recently wrote an article about his experiences as a member of WUSTL's baseball team. The article is located at seamheads.com/blog/2008/06/21/you-should-write-a-book/.

**Carolyn Kras**, LA 05, is pursuing a master of fine arts in dramatic writing at Carnegie Mellon University's School of Drama. Her short play, *Sketch*, received its New York premiere in June 2008 at the Looking Glass Theatre's Writer/Director Forum.

**John R. Schroeder**, GB 05, and Katrina Larson were married on May 10, 2008.

**Anne E. Wilson**, FA 05, was awarded a Fulbright to the Philippines to study the effects of tourism on sculpture.

**Qiwu Zhou**, GB 05, is an associate at Credit Suisse in Hong Kong.

**Weidong Zhu**, GB 05, has worked for Bosch Rexroth Corp. for almost nine years. He has moved back to the United States again.

**Karmella Haynes** is the lead researcher of a team who has created "living computers" by genetically altering bacteria. The findings of the research, published in the *Journal of Biological Engineering*, demonstrate that computing in living cells is feasible, opening the door to a number of applications including data storage and as a tool for manipulating genes for genetic engineering. Haynes is a visiting assistant professor of biology at Davidson College and a Howard Hughes Medical Institute Research/Teaching Fellow.

**Ana Miletic**, GM 06, and **John R. Sedy**, GM 05, were married in 2006 in Chicago. The couple resides in San Diego. Ana is a postdoctoral fellow at the Burnham Institute for Medical Research, and John is a postdoctoral fellow at the La Jolla Institute for Allergy and Immunology.

**Suzanne L. Shenkman**, GB 06, and her husband, **Albert Crook**, EN 96, GB 05, SI 05, GB 07, announce the birth of Juliette on Oct. 25, 2007.

**Denise D. Dewald**, MD 07, and her husband, Lei Wang, announce the birth of Dava Frieda Dewald-Wang, in December 2007. The family resides in Chicago, where Lei is on the faculty at Northwestern University and Denise is a med/peds resident at the University of Illinois-Chicago.

**Lyndsay M. Hoy**, LA 07, is attending Rush Medical College in Chicago.



Graham Wright provided solar panels, such as the ones in the background, to low-income families while volunteering at Rural Renewable Energy Alliance.

"fantastic team," which also included RREAL's founder, Jason Edens; Edens' wife, B.J. Allen; and research coordinator and VISTA supervisor, Sarah Hayden.

The project was simple, as Wright explains it. Many low-income families need federal aid to partially subsidize their energy and heating bills. The team developed a solar panel system that can be installed directly on the houses of eligible families. Because of space and storage issues, the system provides approximately 10 to 20 percent of the heating needs of the residents.

In addition to its obvious environmental benefits, "in some cases, [the system] is enough to get the people off energy assistance," says Wright.

As of January 2008, more than a dozen systems had been installed; the goal is to install the heating systems on 150 homes over the next two years. Once in place, the panels should last for 50 years.

Although Wright's year volunteering with VISTA is over, the project has set him on a path he wants to continue. "I've pretty much abandoned my old career," he says. He has set up shop in Minnesota as a consultant to RREAL and other nonprofit organizations, helping them with environmental issues and permaculture, "which addresses the sustainability of agriculture."

Though a modest man, Wright is proud of his work: "We were not teaching people to fish or giving them fish," he says, referring to the old Chinese proverb. "It's more as if we gave them a fishing pole. It is up to them to use it properly."

—Beth Herstein, A.B. '83



**Aaron Keyak**, LA 07, is press secretary of the National Jewish Democratic Council.

**Rachel A. Kwal**, LA 07, is attending New York University College of Dentistry.

**Vivek Sen**, BU 07, is working at a management consulting firm in New York City, where he advises clients in the financial services industry on a variety of issues, including strategy, operations, and risk management. Sen's work has taken him to Turkey and Dubai.

**Ashley A. Varedayah**, LA 07, is attending medical school.

**Jody Bivens**, LA 08, is a graduate student at the Academy of Art University in San Francisco. She is studying advertising with a focus in art direction.

**Sabrina A. Gerkowicz**, LA 08, is attending medical school at the University of Illinois.

**Michelle S. Jamison**, BU 08, LA 08, is attending medical school at Columbia University.

**Michelle H. Moniz**, MD 08, and **Andrew M. King**, MD 08, relocated to Pittsburgh, where Michelle is an ob/gyn resident and Andrew is an emergency medicine resident.

**Matthew D. Riedel**, LA 08, is attending medical school at Columbia University in New York.

**Ray Thomas**, GB 08, EN 08, works for Microsoft and lives in Seattle with his wife,

**Laura (Daigneau) Thomas**, LA 07.

## In Memoriam

### 1920s

**Pearl (Schukar) Stolar**, LA 29, GR 30; April '08

### 1930s

**Lawrence W. Murtfeldt**, EN 30; Dec. '07 • **Lucille (Miller) Reeves**, LA 30; May '08 • **Bernice C. McGhee**, NU 31, NU 50; March '08 • **Marjorie (More) Harlan**, GR 32; March '08 • **Walter D. Langtry**, GR 32; Sept. '06 • **Mathilda (Keller) Schiffman**, LA 32; March '08 • **Raymond F. Holden, Jr.**, MD 33, MD 33; April '08 • **Lynne Cooper Harvey**, LA 34, GR 35; May '08 • **Sylvia (Cohen) Stern**, SW 34; March '08 • **Otto C. R. Hanser, Jr.**, DE 35; June '08 • **Allen V. Seligstein**, BU 35; May '08 • **C. William Altman**, LW 36; March '08 • **Marguerite (Rossi) Sparling**, UC 36; June '08 • **Helen (Johns) Hilliker**, LA 37, GR 38; April '08 • **Ruth (Harberg) Jerner**, UC 38; March '08 • **Wilbert H. Ruenheck**, LA 38; May '08 • **Lonabess (Willcockson) Barnett**, LA 39; May '08 • **Elinor (Baur) Bethel**, GR 39; March '08 • **C. Marvin Harwood**, LA 39; May '08 • **Donald D. Jones**, BU 39; April '08 • **Oscar Klevens**, BU 39; May '08 • **Olive (Depelheuer) Weaver**, UC 39; April '08

### 1940s

**Paxton H. Ackerman**, LW 40;

May '08 • **Merle Kling**, LA 40, GR 41, GR 49, GR 83; April '08 • **Edwin M. Schaefer**, LW 40, LA 40; March '08 • **David D. Greenwald**, LA 41; May '08 • **Patricia (Waterman) Huber**, LA 41; April '08 • **Mary (Sheahan) Lauderdale-Howard**, LA 41; March '08 • **Louis J. Linder**, LA 41; May '08 • **William P. Outten**, UC 41; June '08 • **Ruth Thym Smith**, LA 41; May '08 • **Virginia (Lamkey) Tosseland**, LA 41; Jan. '08 • **Carolyn (Lorenz) Petelik**, LA 42; June '08 • **Walter D. Williams**, LA 42, LW 42; May '08 • **Norman H. "Doc" Zimmerman**, EN 42, SI 50, SI 56; Dec. '07 • **Iris Genewitch Davidson**, UC 43; April '07 • **Robert W. Mecker**, GR 43, BU 43; June '08 • **John F. Reiner, Jr.**, BU 43; Jan. '08 • **Sidney E. Zimbalist**, LA 43, SW 55; April '08 • **Bruce W. Armstrong**, MD 44; Nov. '07 • **Albert A. Bullock, Jr.**, MD 44; April '08 • **Maurice H. Demers**, DE 44; April '08 • **Charles H. Hamann, Jr.**, EN 44; April '08 • **Charles G. Hanson**, DE 44; March '08 • **Dorothea (Hollingsworth) Soden**, LA 44; March '07 • **Betty (Stauf) Kraich**, FA 45; May '08 • **Chester W. Kraich**, BU 45; Aug. '06 • **Benjamin F. Smith, Jr.**, MD 45; April '08 • **Gilbert L. Chamberlain, Jr.**, MD 46; March '08 • **George L. Kehm**, BU 46; April '08 • **Walter E. Peters**, GB 47; Jan. '08 • **Elmer Price**, LW 47; March '08 • **Lawrence P. Roth**, EN 47; May '08 • **Irvin Aronoff**, BU 48; Oct. '07 • **Betty**

(Watkins) Blair, FA 48; March '08 • **Henry W. Buschman, Jr.**, EN 48; April '08 • **Milton J. Canis**, EN 48; April '08 • **Charles C. Felchner**, BU 48; Oct. '07 • **Robert L. Giles**, LA 48; Dec. '06 • **Arthur S. Greiner**, LA 48; April '08 • **Gordon C. Hamilton**, BU 48; March '08 • **Margaret (Borth) Houts**, PT 48; May '08 • **James C. Moloney**, LW 48, BU 49, GL 73; June '08 • **Willis E. Semon**, LA 48; April '08 • **William H. Stegmann**, GR 48; May '08 • **Lloyd R. Blanke**, EN 49; April '08 • **Norman Friedman**, LA 49; March '08 • **James C. Hawkins**, MD 49; March '08 • **Meredith C. Jones, Jr.**, LA 49; June '08 • **Joseph Levitt**, MD 49; March '08 • **James G. Rosborough III**, EN 49, EN 50; May '08 • **Stanley M. Rosen**, BU 49; April '08 • **Morris S. Rosenthal**, BU 49; May '08 • **Ruth (Waters) Wissner**, AR 49; March '08

### 1950s

**George C. Bucher**, EN 50; June '08 • **Robert L. Dunavant**, BU 50; June '08 • **Lois (Fедder) Forthaus**, FA 50; March '08 • **Alvin J. Gazda**, EN 50; April '08 • **William G. Hyland**, BU 50, GL 87; March '08 • **Frederick J. Ludwig, Sr.**, LA 50; March '08 • **Michael H. Riley**, BU 50; May '08 • **Nancy (Visser) Seever**, SW 50; Aug. '07 • **Robert C. Simmons**, EN 50, SI 58; March '08 • **James W. Walsh**, LA 50, MD 54; March '08 • **Charles R. Burnside**, MD 51; April '08 • **Margaret T. Inglis**, LA 51; May '07 • **Burton A. Librach**, LW 51, BU 51; April '08 • **Eugene G. Murphy**, EN 51; Dec. '07 • **Quintin Papineau, Jr.**, LA 51; March '08 • **Ellen (Ryerson) Conant**, LA 52; June '08 • **Thomas R. Elliott**, LA 52; April '08 • **Norman E. Spies**, LA 52; March '08 • **John J. Arata**, FA 53; June '08 • **Richard A. Dotta**, EN 53; June '08 • **James J. Farnsworth**, HA 53; May '08 • **Robert H. Koshner**, LA 53; April '08 • **Robert P. Muschler**, SW 53; April '08 • **Donald V. Youll**, LA 53; Jan. '08 • **William C. Engman**, LA 55, EN 58, SI 67; April '08 • **Ranka (Bogdanovich) Goldman**, LA 55; April '08 • **Caroline (Krone) Asselmeier**, UC 56; March '08 • **Mary (Murphy) Linstrom**, SW 56; March '08 • **James W. Luther**, EN 56; March '08 • **Anna (Fong) Tabor**, NU 56, GN 59; March '08 • **Eileen (Hastings) McCarthy**, LA 57; March '08 • **Murdina (Thomas) Myrie**, LA 57; Jan. '08 • **Theodore A. Oberhellman, Jr.**, EN 57; Jan. '08 • **Daniel A. Pettengill**, HA 57; Jan. '08 • **Laurence T.**

## ClassMates

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Class Year: \_\_\_\_\_ School or College: \_\_\_\_\_ Phone: \_\_\_\_\_

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Please tell my classmates (use an additional sheet of paper if necessary):



Joline, LA 58; April '08 • Jean Sykes, SW 58; Oct. '07 • Marie (Klinge) Globig, GR 59; April '08 • Eugene H. Jabker, GR 59, GR 66; May '08 • Lawrence J. Siegel, BU 59; April '08

## 1960s

Edward F. Berg, LA 60, MD 64; May '08 • Robert S. Goell, MD 60; May '08 • John F. Griffie, DE 60; March '08 • Victor M. Koenig, BU 60; March '07 • Carol (Kroeger) Proctor, GN 60; April '08 • James C. Reynolds, GR 60; April '08 • Jay Rothman, FA 60; Jan. '07 • Kenneth L. Beals, UC 61, SW 67; March '08 • Earl H. Budke, Jr., LA 61, GR 64; Jan. '08 • Silas B. McKinley, Jr., LA 61; March '08 • Andrea (Gricevich) Tkach, LA 61; May '08 • Barnett M. Klearman, EN 62; Jan. '08 • Emil R. Kopp, UC 62; May '08 • Robert H. Schmidt, UC 62, UC 70; April '08 • Claude E. Stephens, GR 63; Feb. '08 • Vivian Fullerton, UC 64; March '08 • Carol (Graul) Gleason, PT 64; April '08 • Arthur E. Kriete, UC 64; May '08 • Francis J. Miller, GD 64; June '08 • John B. Nelson, UC 64; April '08 • Joanne (Bryan) Becker, LA 65; March '08 • James J. Sheehan, EN 65; March '08 • Colleen (Yu) Shen, GR 65; March '08 • Ilene (Lehrman) Shles, LA 65; June '08 • Julius R. Todt, UC 65; March '08 • Irma (Steinman) Wall, LA 65; June '08 • Ronald K. Grady, MD 66; June '08 • Robert L. Nicolai, EN 66, SI 69; Feb. '07 • Robert G. Silvers, LA 66, HS 74; June '08 • Frank G. Pinckert, BU 67; May '08 • Douglas P. Wagner, LA 67; March '08 • Lonnie B. Brown, EN 68; May '08 • Robert C. O'Neill, GB 68; June '07 • E. Ralph Collet, DE 69; Feb. '08

## 1970s

Norman W. Drey, Jr., LW 70; June '08 • John E. Vieth, DE 72; May '07 • Samuel B. Knox, HA 74; March '08 • David J. Koncki, UC 75; April '08 • Theodore J. Steiling, EN 75; May '08 • Loren L. Lohman, GB 76; March '08 • Ann (Sims) Dugan, GF 77; May '08 • Robert W. Little, GR 77; Jan. '07 • Kenneth Barnhurst, DE 78; Aug. '06 • John C. Grove, LA 78; April '07 • Kenneth L. Below, LA 79; May '08

## 1980s

Steven H. Albert, LA 80; Jan. '08 • Doris (Bogan) Epstein, LA 81; June '08 • Thomas M. Coyle, UC 82; June '08 • Ivan C. Alicea, TI 86; Feb. '06 • Kenneth C. Kaufman, GR 88; May '07

## 1990s

Steven C. Malchow, LA 90; May '08 • Dolores R. Cooper, SW 93; March '08 • Stuart A. Wolfer, BU 93; April '08

## 2000s

Timothy M. Emrich, SI 05; May '08 • Eric C. Van Cleve, GF 08; April '08 •

# In Remembrance

## Edward F. Berg

Edward F. Berg, A.B. '60, M.D. '64, an assistant clinical professor of medicine at the School of Medicine, died Friday, May 30, 2008.

Berg served as director of ophthalmology at the Jewish Hospital of St. Louis in 1971 and 1972. He joined the School of Medicine faculty in 1972.

A captain in the U.S. Air Force, he also served as the Air Force chief of ophthalmology for the Pacific region, stationed at Clark Air Force Base. From 1968 to 1970, he was special consultant in ophthalmology for the Republic of Korea Forces. He also performed surgery in Nigeria, Bolivia, Mexico, and Guatemala as a volunteer.

Later, he was in private practice at West County Ophthalmology. After he retired, he worked with the admissions department for the School of Medicine.

## Lynne Cooper Harvey

Lynne Cooper Harvey, A.B. '34, M.A. '35, a radio broadcast producer, died Saturday, May 3, 2008.

After graduating from the University, Harvey worked as an education reporter at KXOK in St. Louis, where she met her future husband, radio broadcaster Paul Harvey. The two married in 1940 and later moved to Chicago.

She is credited with developing some of her husband's best-known broadcast features, including "The Rest of the Story."

In 1997, she became the first producer to be inducted into the National Radio Hall of Fame. The St. Louis native also was a founding member of the board of the Museum of Broadcast Communications, home of the Hall of Fame.

She received an honorary degree from the University in 1998.

## William G. Hyland

William G. Hyland, B.S.B.A. '50, an editor who guided U.S. foreign policy, died Tuesday, March 25, 2008.

Hyland held high posts in the Central Intelligence Agency, the State Department, and the White House. President Gerald R. Ford named him to a top-level panel to coordinate the intelligence community, and President Jimmy Carter chose him to represent the National Security Council on an interagency committee to guide relations with the Soviet Union.

He left the government in 1977 to work at the Center for Strategic and International Studies and the Carnegie Endowment for International Peace.

In 1983, he became editor of *Foreign Affairs*, published by the Council on Foreign Affairs. Hyland played a part in furthering the journal's role in framing the establishment's discussion of international affairs.

## John William Jermyn III

John William Jermyn III, an instructor in the Division of Emergency Medicine, died Thursday, May 15, 2008.

He began his 33-year career in emergency medical services as an attending physician in the emergency department at Normandy Hospitals in St. Louis. For the past three years, he had served as director of emergency medical services for the Missouri Department of Health and Senior Services.

## Merle Kling

Merle Kling, A.B. '40, M.A. '41, Ph.D. '49, former provost, executive vice chancellor, dean of the faculty of Arts & Sciences, and professor of political science, died Tuesday, April 8, 2008.

He joined the University in 1946 as a lecturer in political science. Soon after his arrival, he advanced to instructor, was named assistant professor in 1950, associate professor in 1954, and full professor in 1961. He served as dean of the faculty of Arts & Sciences twice, from 1966 to 1969 and 1973 to 1976, when he assumed the position of provost. In 1980, he received the additional title of executive vice chancellor.

Kling was a member of the American Political Science Association and a former editor of *The Midwest Journal of Political Science*. He served as president of both the Midwest Conference of Political Scientists and the Missouri Association for the United Nations.

After retiring from the University in 1983, he was awarded an honorary degree. The Merle Kling Professorship in Modern Letters was established that same year in honor of his service to the University.

## Joseph Levitt

Joseph Levitt, M.D. '49, a former director of the internal medicine clinic at Barnes Hospital, died Sunday, March 30, 2008.

In addition to having a private practice, Levitt was part of the School of Medicine's clinical teaching staff. The internal medicine clinic he directed at Barnes Hospital was later named the Dr. Joseph Levitt Medical Clinic.

He also served for many years on the staffs of the Jewish Hospital of St. Louis and the Veterans Hospital; worked as a doctor for both St. Louis City and St. Louis County's juvenile detention facilities; and was a doctor at both the old and new federal courthouses.

Between 1966 and 1989, Levitt was the first-aid room physician at Busch Stadium in St. Louis and attended every home game during those seasons to serve fans and players.

## Francis J. Miller

Francis J. Miller, M.S. '64, a former associate professor of orthodontics, died Friday, June 20, 2008. Before attending the University, Miller served in the U.S. Navy Dental Corps. After graduation, he practiced orthodontics in Clayton, Missouri, and Washington, Missouri, and was on staff at Shriners Hospital for Children.

A founding member of the Washington Overseas Mission, Miller provided dental services to impoverished people in Central America. He also volunteered at Give Kids a Smile, the Crider Center, and the St. Joseph Health Center West in western St. Charles County, Missouri.

He received awards from several organizations, including Washington University, Saint Louis University, and Fontbonne University. In 2008, St. John's Mercy Hospital in Washington presented him with its Spirit of Mercy Award.

## W. Dakin Williams

W. Dakin Williams, A.B. '42, J.D. '42, an attorney, author, and amateur actor, died Tuesday, May 20, 2008.

A St. Louis native, Williams attended Harvard University to pursue an M.B.A. after graduating from Washington University. Then, he was drafted into service in World War II. After the war, he served as an assistant U.S. attorney in East St. Louis before entering private law practice.

He often spoke and performed at literary festivals, singing some of his brother Tennessee's poems that he set to music. He also wrote several books, a few of which were about his playwright brother.



# Tapping the Synergy BETWEEN BUSINESS AND SCHOLARSHIP

BY RICK SKWIOT

**M**ahendra Gupta is leading a charge to transform business education, and the individuals who go on to transform business. The plan of attack: continuously find new opportunities to bring Olin Business School's rigorous research expertise to bear on timely, business-critical issues by partnering with business and involving students in the process.

Gupta, dean of the Olin School and the Geraldine J. and Robert L. Virgil Professor of Accounting and Management, sums it up in three words: rigor, relevance, and collaboration, which, he says, capture a mindset prized and embraced throughout Olin. That mindset—along with ample aid from alumni and friends—is helping catapult the John M. Olin School of Business into the top ranks of business research institutions worldwide.

Rigor, relevance, and collaboration are values he acquired years ago in running the family business, the Guptas' Bombay food products, financing, and agribusiness. From his family, he says, he learned about more than just profit-and-loss statements.

"I learned about the importance of hard work and getting people together, the importance of caring for people—workers, customers, and business partners—and the importance of creating long-term sustainability," says Gupta. "Nothing can be achieved without the help and collaboration of the people you work with."

## A plan for long-term excellence

Those lessons have helped Gupta lead the launch of "an ambitious long-term plan for excellence." This plan includes an aggressive initiative to expand faculty, construct new state-of-the-art facilities to attract top students and researchers, and substantially increase student financial aid and scholarships.

At the plan's core lies a strategy to tap into the overlapping interests and skills of faculty, students, and business.

"To differentiate the School, we must make businesses an integral part of our research as well as make Olin a partner valued and sought after by business," says Gupta.

"This gives students the opportunity to learn to become better leaders and understand the complexities of business through hands-on experience, and to build critical thinking and communication skills."

For faculty, Gupta says, it creates a platform to have an impact on businesses, to combine elements of rigorous education with elements of practice, and to build new research opportunities.

The plan holds benefits for business as well: "We never lose sight of our responsibility as a business school to serve the business community, through the preparation of exceptional graduates and future leaders, and through world-class business research," he says. "We must earn the trust of business—partnering to help companies advance and spawning new insights for future research and growth."

Olin intersects with business in many ways. Its non-degree executive education programs attract local, national, and international firms to its Charles F. Knight Executive Education and Conference Center. The Executive MBA–St. Louis Program attracts senior business leaders nationwide; the Professional MBA Program draws emerging business leaders from the St. Louis region. The young Washington University–Fudan University Executive MBA Program in Shanghai is already a top EMBA program in China. Additionally, undergraduate business students and full-time MBA students have copious opportunities for experiential learning.

"Olin's 14,000 alumni are transforming business. We're helping people discover new opportunities, new growth, and new potential," says Gupta. "In China, we've created a world-class program that now boasts some 400 students and alums among senior executives in that country."

## International and interdisciplinary

Growing increasingly international, the business school now has a third of its graduate students coming from abroad. The School's grown more interdisciplinary as well, with cross-school programs in architecture, social work, law, biomedical engineering, and more, "enhancing students' skill sets," says Gupta, by combining business and diverse disciplines.





Inset: David Strobel/  
Background: David Kilper

"We continue to create exciting, new collaborations with other programs and, in turn, for students," he says. "One-third of Washington University undergraduate students already take courses at Olin."

Likewise, Olin students are engaged in projects that reach out to other parts of the world.

"In Madagascar, they are creating a sustainable economic model for villagers, so they won't have to cut rain forest for subsistence," says Gupta. "In Mexico, they are studying what kind of corn will best benefit the local economy and how you can market it. Our students are making good things happen in economically sustainable ways."

## The road from Mumbai

Gupta himself was lured to Washington University from halfway around the world. He started working in his family's business while in high school then earned an undergraduate degree at Bombay University. Next, he earned a master's of business administration from Carnegie Mellon University in Pittsburgh and returned to India to apply his newfound knowledge to the Guptas' commercial operations.

After five years, he longed to continue his business education and returned to the United States to earn a doctorate at Stanford University. In 1990, he came to the Olin School where he excelled in research and teaching, winning the Reid Teaching Award seven times. His research has included investigations in strategic cost management. In 2003, he assumed the role of senior associate dean and in 2005 the deanship of the business school.

"After my rewarding roles as a teacher and researcher, I was eager to discover what more I could do for and learn about this complex, energizing School," says Gupta.

His predecessor, Stuart Greenbaum, the Bank of America Professor Emeritus of Managerial Leadership, says Gupta possesses an "entrepreneurial flair" that augurs well for his leadership.

**Mahendra Gupta, dean, John M. Olin School of Business, and the Geraldine J. and Robert L. Virgil Professor of Accounting and Management, stands in front of the Ding, a gift from the School's Shanghai colleagues that is displayed in the Knight Executive Center courtyard.**

"He has a charm, a warmth, personal skills, and intelligence that are impressive, and entrepreneurial instincts that serve him well. He's a true academic entrepreneur," says Greenbaum.

Gupta's plan for excellence, Greenbaum says, "attacks fragmentation" in the community the School serves.

"Everyone aspires to this, but he's articulated it. It distinguishes his leadership," says Greenbaum. "He's early in his leadership and still has years to establish his legacy."

However, that legacy is already being written according to Ronald King, the Myron Northrop Professor of Accounting, who is Gupta's successor as senior associate dean.

"He has already achieved a great deal during his three years as dean, which has had a profound impact on Olin's trajectory," says King. "One noteworthy achievement has been his ability to create and nurture a healthy and constructive culture. His energy and passion for the School has set a tone for all to work to achieve the highest standards."

For Gupta, those high standards mean helping the School, founded in 1917, prepare for a second century of heightened global influence and excellence. ■

Rick Skwiot is a freelance writer based in St. Louis.



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David Kliper

## Remembering Harriet Hosmer

Harriett Goodhue Hosmer (1830–1908) was a pioneering neoclassical sculptor. She produced many significant works for St. Louis patrons, including the bronze statue of Missouri Senator Thomas Hart Benton (left), which has graced Lafayette Park since 1868. Hosmer also was the first woman to study anatomy at the Missouri Medical College, which would later become the Washington University School of Medicine. To honor the centennial of her passing, the Mildred Lane Kemper Art Museum hosted a special installation of four of her sculptures. For more details, see page 4; [record.wustl.edu/news/page/normal/11644.html](http://record.wustl.edu/news/page/normal/11644.html); and [kemperartmuseum.wustl.edu/Hosmer.pdf](http://kemperartmuseum.wustl.edu/Hosmer.pdf).